

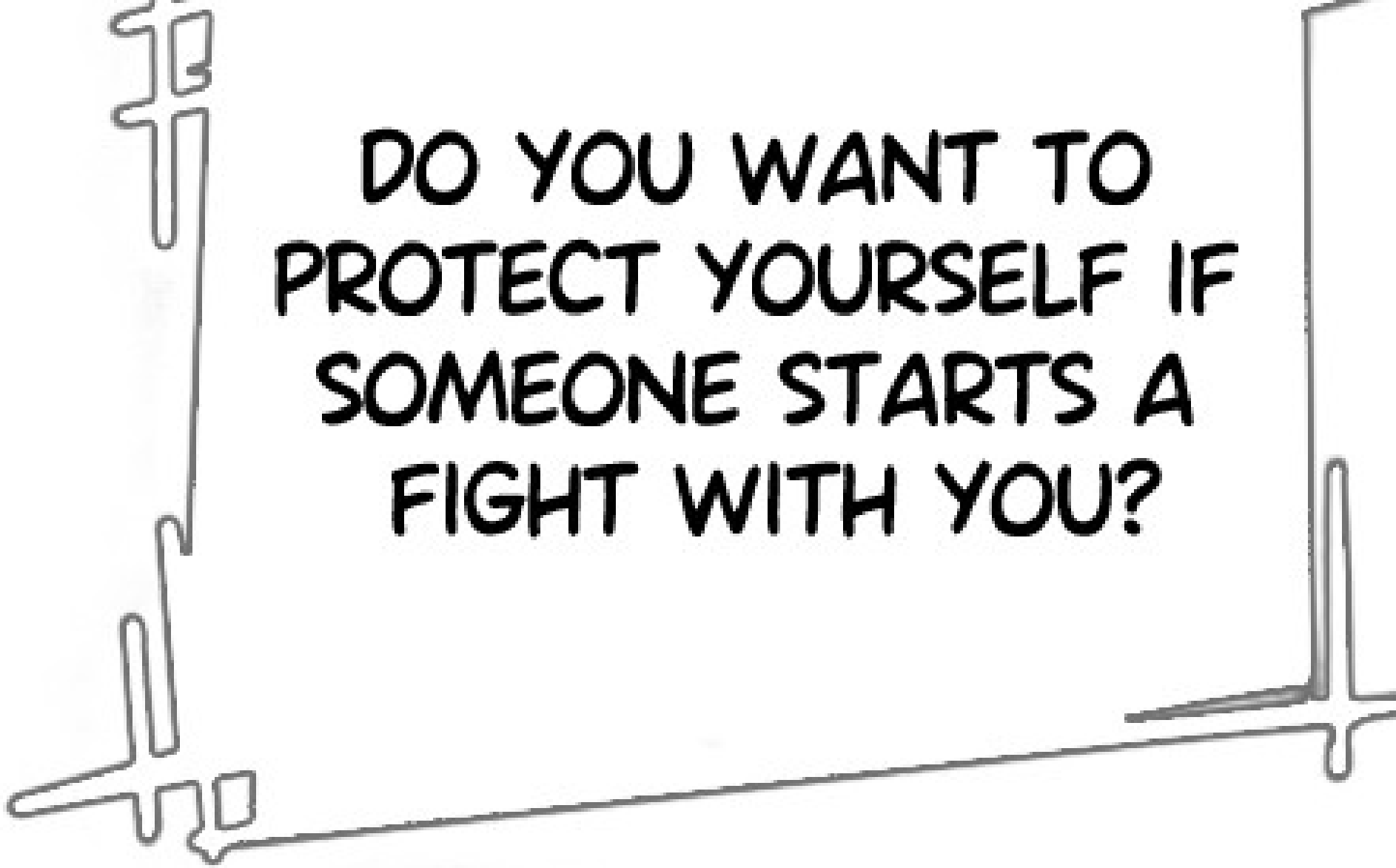
THIS EPISODE CONTAINS STRONG LANGUAGE  
THAT MAY BE UPSETTING FOR SOME READERS.




DO YOU WANNA  
AVOID GETTING  
BEATEN UP IN FRONT  
OF OTHER PEOPLE?

CRACKLE

CRACKLE



DO YOU WANT TO  
PROTECT YOURSELF IF  
SOMEONE STARTS A  
FIGHT WITH YOU?



BEFORE WE GO  
INTO FIGHTING  
TECHNIQUES...

A rooster with a large red comb and wattle, and yellow and brown feathers, is wearing a white military uniform jacket with black epaulettes. It stands in front of a wall with an American flag on the left and a South Korean flag on the right. The word "CRACKLE" is written in a large, white, bubbly font with a black outline across the middle of the image.

**CRACKLE**

...LET'S REVISIT THE  
MINDSET I TAUGHT  
YOU LAST TIME.





**YOUR MINDSET  
WHEN FIGHTING...**



**...SHOULD BE  
TO NEVER LOSE  
YOUR COOL!**





**LESSON ONE:  
DON'T LOSE  
YOUR COOL.**

BEAR THIS  
IN MIND AT  
ALL TIMES...

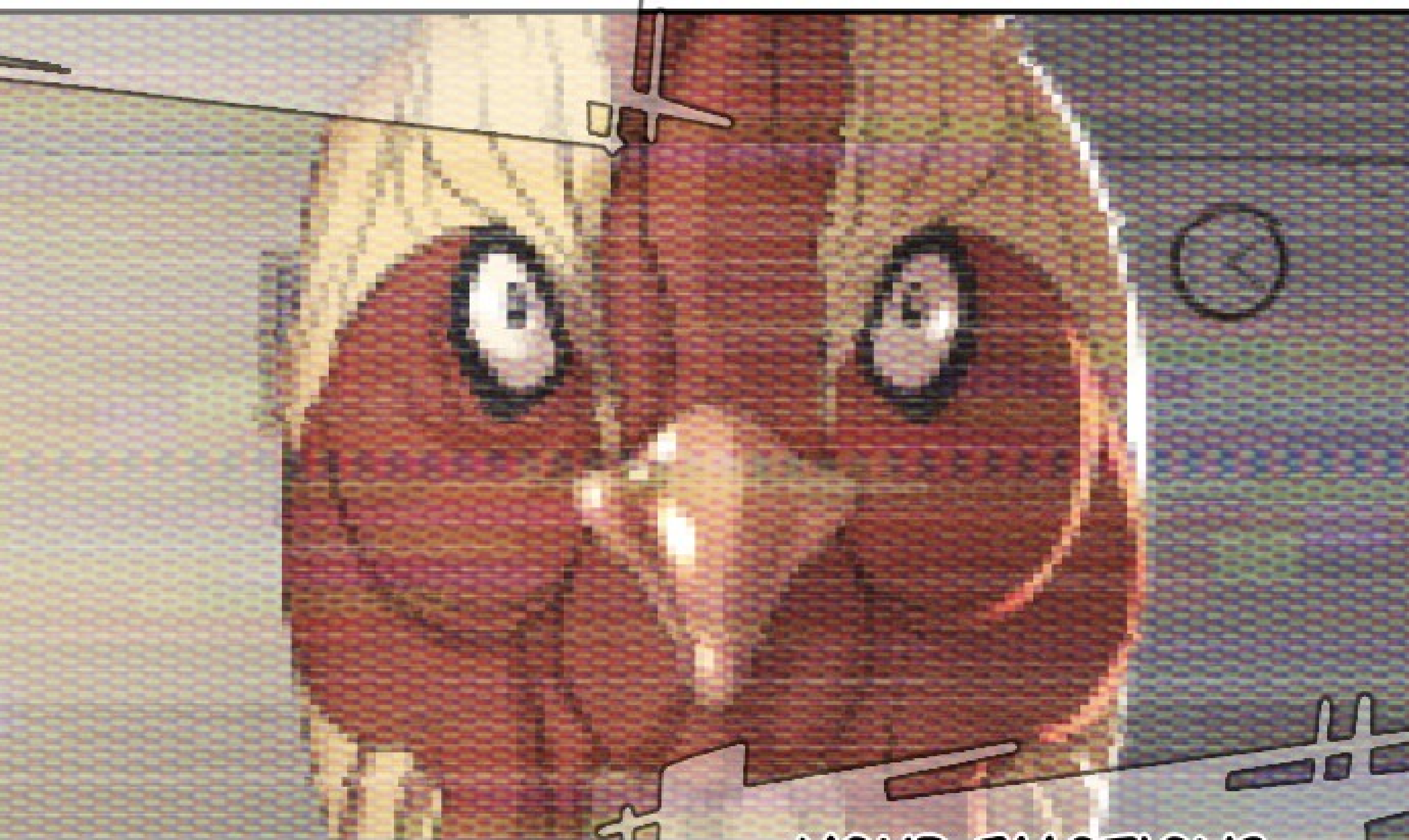




**...IF YOU WANT TO  
USE THE FIGHTING  
TECHNIQUES  
THAT I'LL BE  
TEACHING YOU.**

**IF YOU  
CAN'T KEEP  
YOURSELF IN**

CHECK...

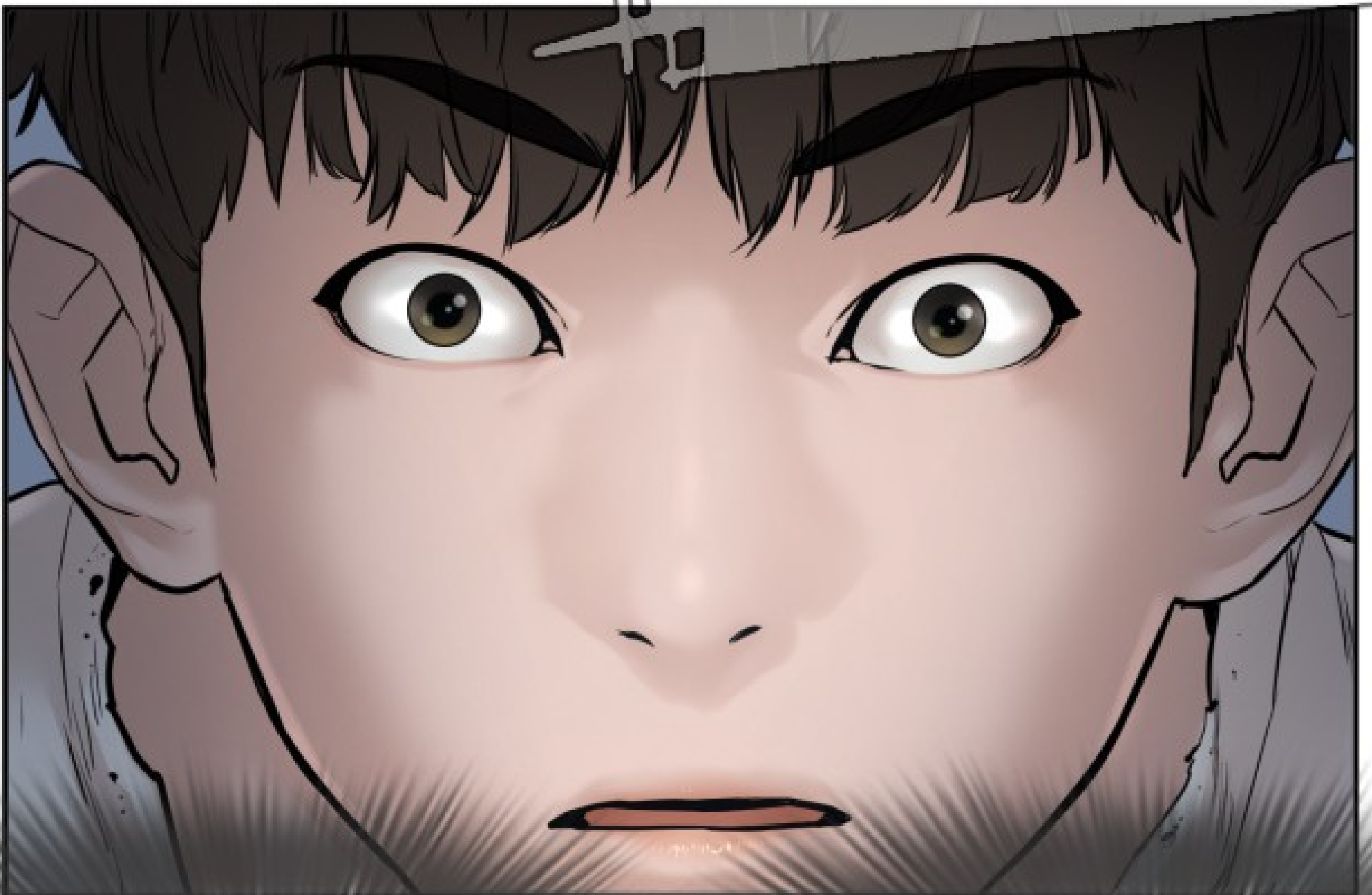


...YOUR EMOTIONS  
WILL TAKE OVER SO  
YOU WON'T BE ABLE  
TO THINK STRAIGHT  
WHILE YOU'RE  
FIGHTING!



**IN OTHER  
WORDS...**

**...IF YOU CAN MAKE  
YOUR OPPONENT LOSE  
THEIR COOL, THEY  
BECOME EASIER  
TO BEAT.**



**IS THIS**

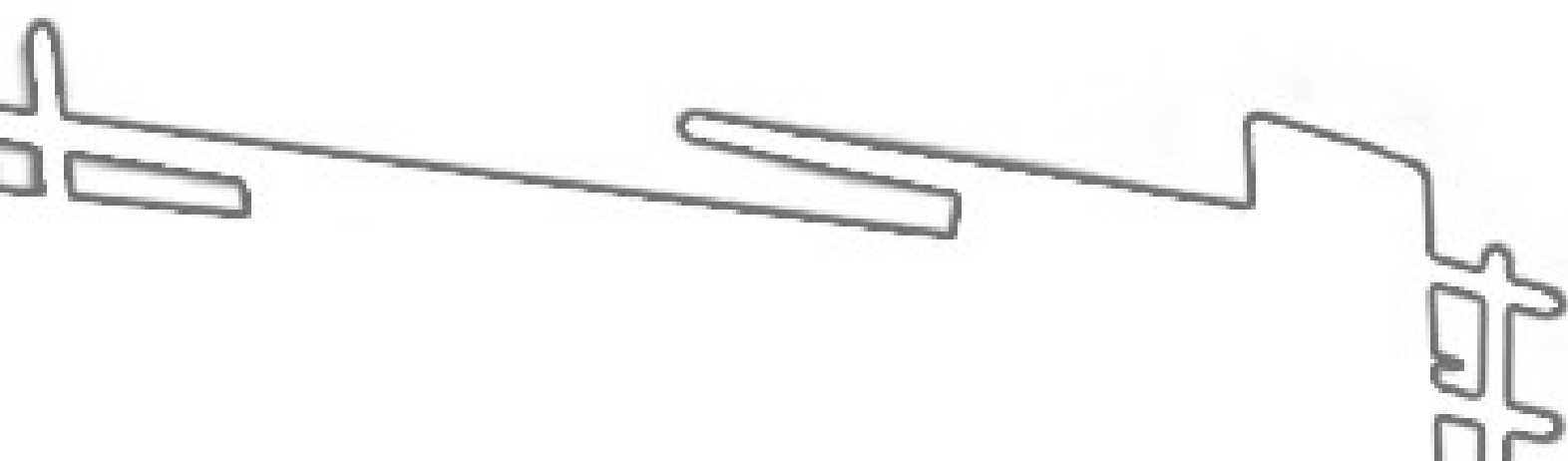
WHAT... WHAT  
IS THIS...?

IS THIS  
GUY FOR  
REAL?!



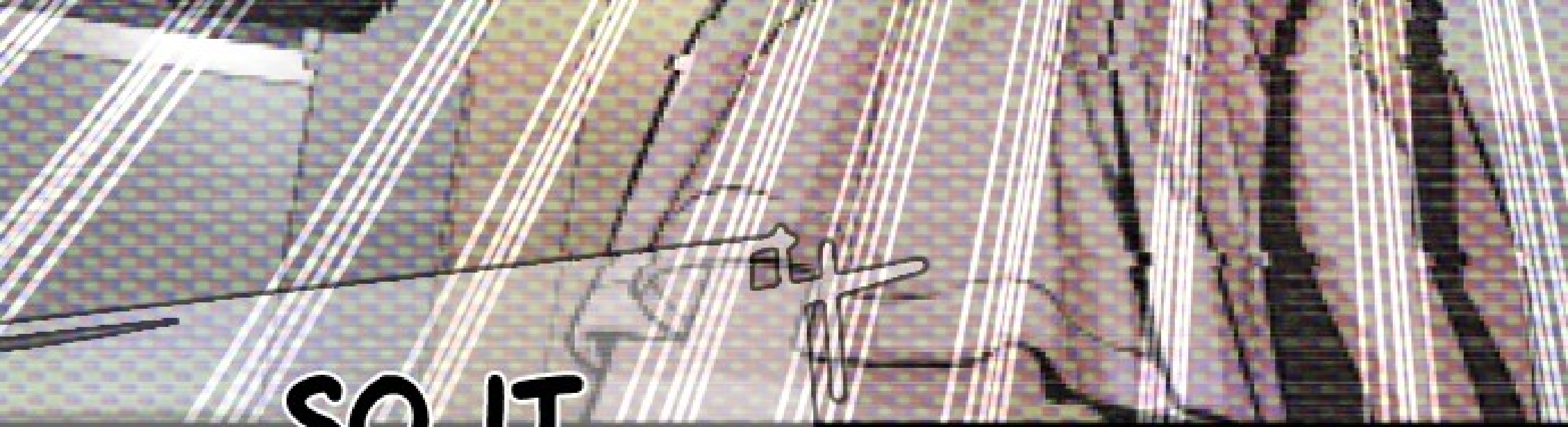
OK, SO THE FIRST

TECHNIQUE I'LL  
BE TEACHING  
YOU IS...



# HOW TO GET HIT...





**...SO IT  
DOESN'T  
HURT!**



**?!**









WHAT IS THIS...?!

WHAT KIND OF...

06


**SLIDE**



**...BULLSHIT IS  
THIS?!**

**WHAT A FUCKING  
FRAUD! IT CAN'T  
BE THAT EASY!**





IF THAT WERE  
TRUE, ANYONE  
COULD DO IT!

GODDAMN IT,  
I SHOULD'VE  
KNOWN.

I SHOULD  
JUST GO TO  
WORK.





AND THAT'S  
HOW YOU...

**CRACKLE**



**CRACKLE**

...GET HIT  
WITHOUT  
GETTING  
HURT.

SO UNTIL  
NEXT TIME...

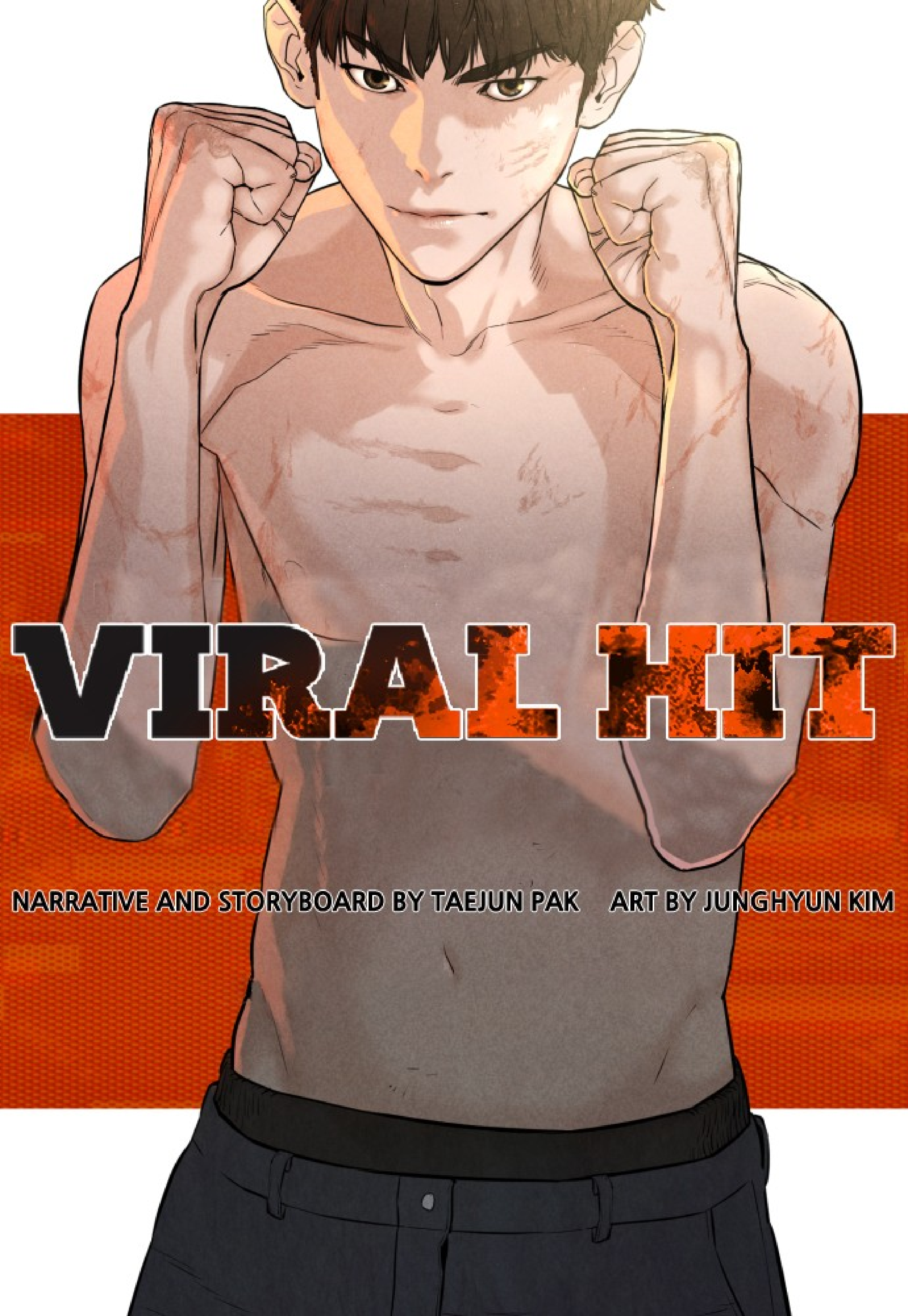
**CRACKLE**

**CRACKLE**

...KEEP

TEACHING  
YOURSELF HOW  
TO FIGHT.



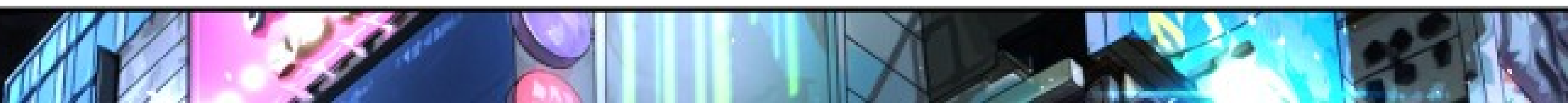


# VIRAL HIT

NARRATIVE AND STORYBOARD BY TAEJUN PAK    ART BY JUNGHYUN KIM



# **EPISODE 4: LESSON 1 - DON'T LOSE YOUR COOL.**



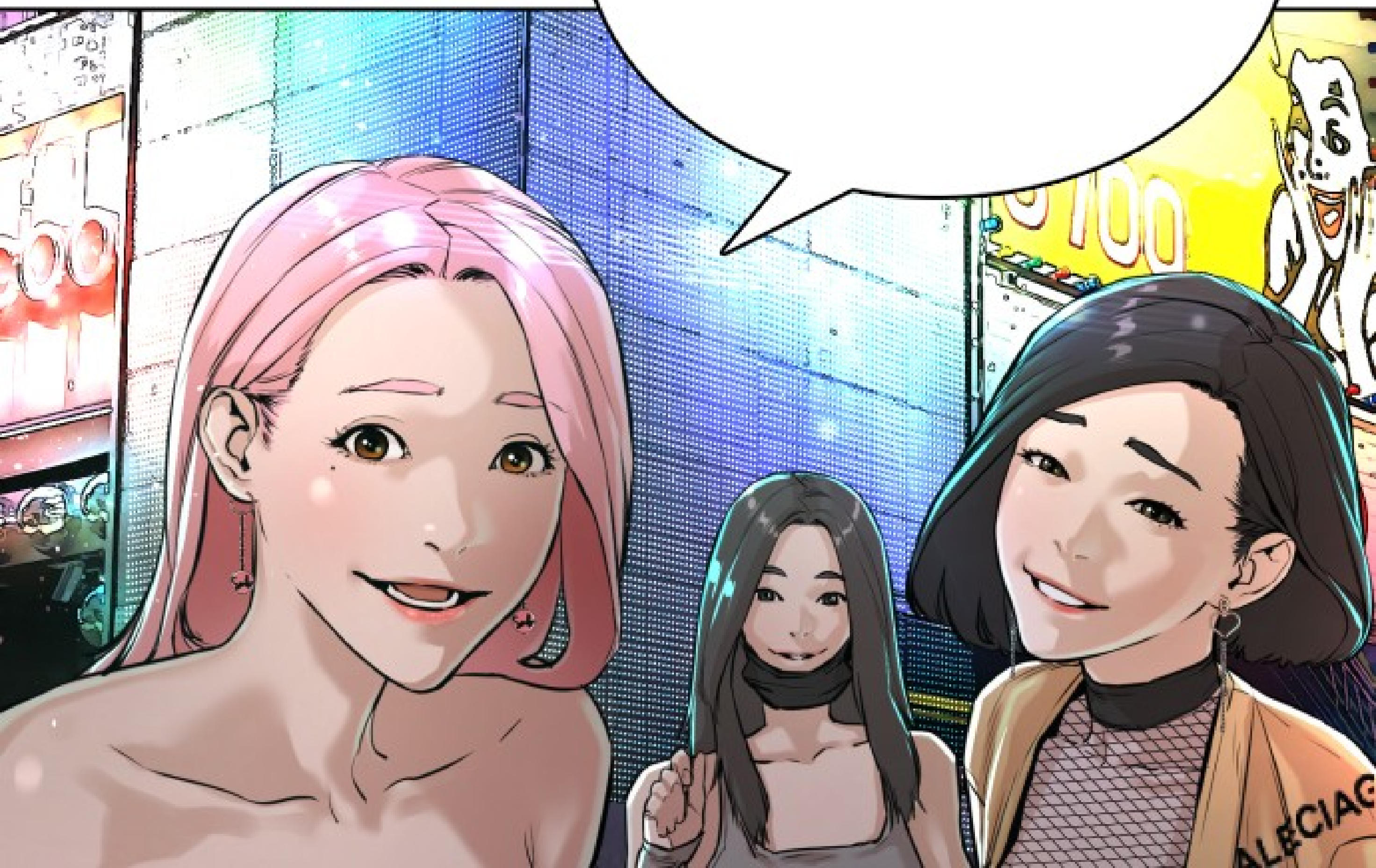




MURMUR

MURMUR

WOW ♥





**IT'S PAKGO.**

**HEY THERE,  
LADIES...**

**DO YOU WANT  
TO BE IN MY  
VIDEO? I'M  
INTERVIEWING  
HOTTIES.**





A person wearing a grey hoodie with a large, stylized orange and white fox face on the chest. The fox has its tongue sticking out. The person is holding a silver microphone in their right hand. In the background, other people are partially visible, including one with a yellow bag.

**PAKGO? THAT  
NEWTUBER?**

**PAKGO, THE  
NEWTUBER  
WITH 700,000  
SUBSCRIBERS.**

**YEAH, THE ONE  
WHO'S BEEN  
CANCELED, HAHA.**

**FUCK!**





**PAKGO GOT  
CANCELED.**

**HE STARTED A  
LIVE STREAM RIGHT**



**LIVE STREAM RIGHT  
AFTER HE REALIZED HIS  
CALL-OUT VIDEO WAS  
TRENDING ONLINE.**

**●LIVE**



**TAE**

pakgo, i'm pulling for you.

**PARK**

let's give him another chance.

**CHOI**

he seems really sorry so let's just forgive him.

**CHUN**

I think pakgo is good at heart.

**IT SEEMED HE  
WON BACK PUBLIC  
SENTIMENT...**

...BUT EVEN HIS  
APOLOGY VIDEO  
WAS FAKE.

HOW DID  
I DO?

YEAH, THEY  
SEEM TO HAVE  
LAPPED IT UP.

GODDAMN WAS IT  
HARD TO PANDER  
TO THESE DUMBASS  
VIEWERS.

● LIVE





WI

this motherfucker.

SAE

you suckers fell for it again?

YOUNG

your camera's still on, dipshit.

CHANG

assholes will stay assholes lol



Imfao what a phony.

IL

that shit's on y'all for falling for it.

BESIDES THE FAKE  
LAPTOP RAFFLE  
THAT I EXPOSED...



...PEOPLE STARTED  
DIGGING UP OTHER  
THINGS HE FAKED.

SOMEONE EVEN  
CREATED A SITE THAT  
TRACKED HOW MANY  
FOLLOWERS HE LOST  
IN REAL-TIME...

MIN

he's losing one subscriber every second.

HWANG

it's already down to 500,000?



lol who created this page?



PAKGO TV



SUBSCRIBERS  
TO GO

496,007

UNTIL WE  
HIT ZERO.

YOUNG

let's get to 400,000!

SUNG

let's get to 300,000!

CHANG

let's get to 200,000!

TAE

tbf, he should have filmed with integrity.

**...SO PEOPLE GOT EXCITED  
WATCHING THE NUMBERS DROP  
AS IF THEY WERE COUNTING  
DOWN TO A BIG EVENT.**



HE HIT THE  
STREETS TO WIN  
BACK VIEWERS...

WI

taesung... I mean pakgo, you look pathetic.

CHAE

what do you call someone whose pants are on fire?

CHUN

a liar.

CHOI

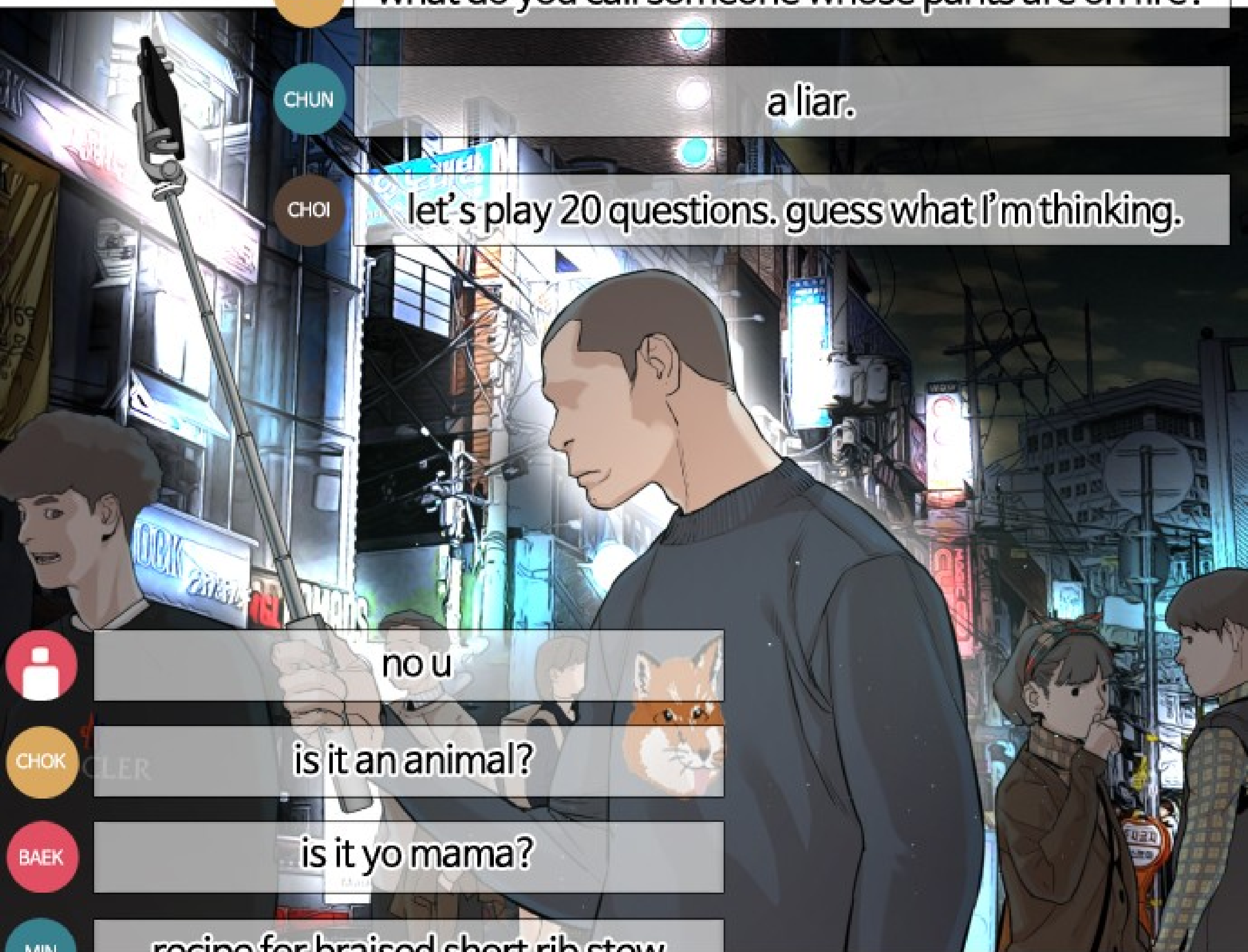
let's play 20 questions. guess what I'm thinking.

no u

is it an animal?

is it yo mama?

recipe for braised short rib stew





1. cut short ribs into 2-inch pieces...

...BUT PEOPLE  
COULDN'T TAKE HIM  
SERIOUSLY AND HE  
BECAME A JOKE. HE  
WAS NO LONGER THE  
RISING STAR HE WAS  
BEFORE.

WHILE PAKGO  
WAS IMPLODING...

GUK

btw who called pakgo out?

CHOI

you don't know?

LEE

I'm only gonna tell you once, so make sure you remember his fucking name...

**INSTEAD, THERE  
WAS A NEW  
NEWTUBER ON  
THE RISE...**



the king of losers



every loser's hero





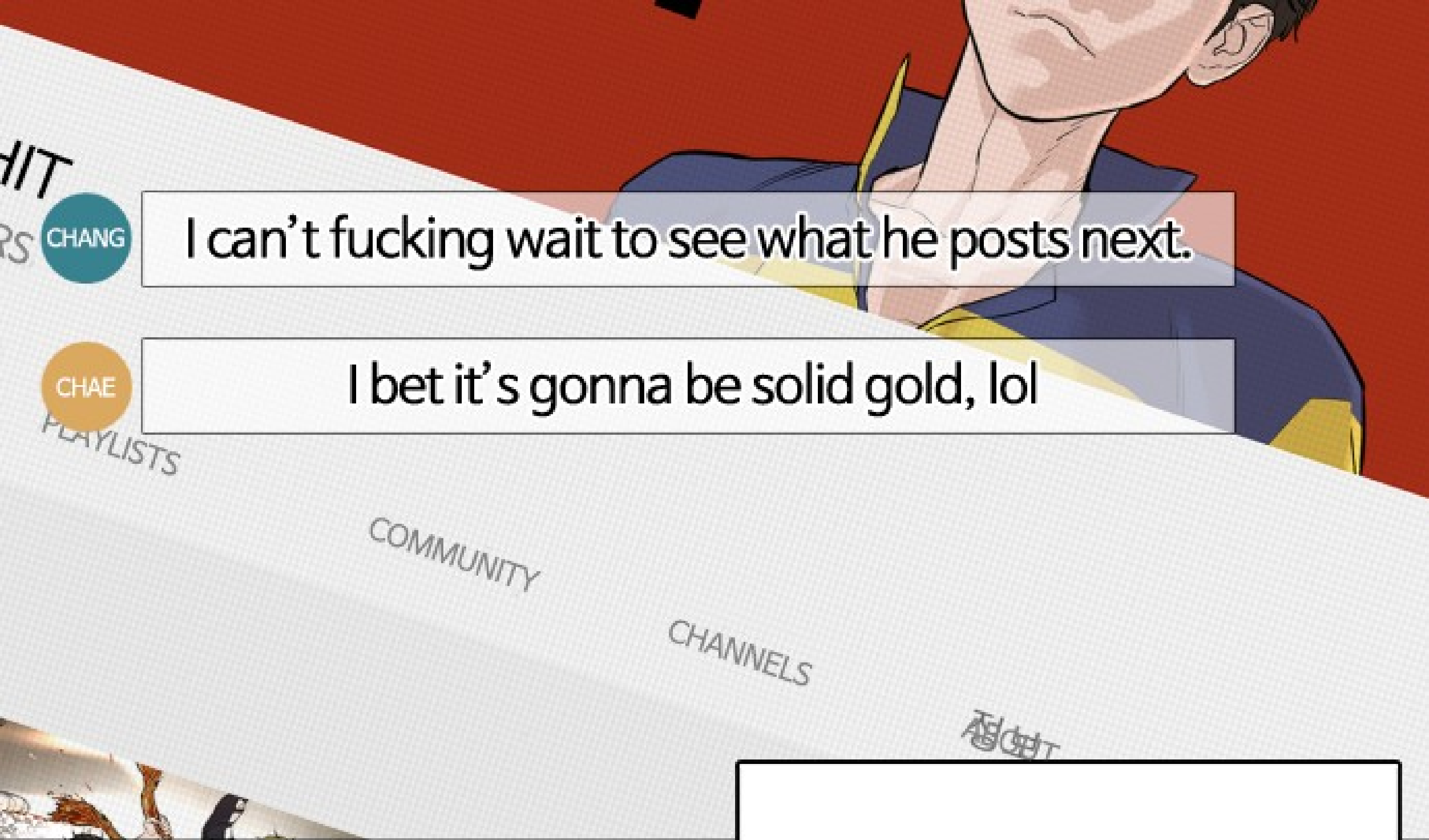
I'm gonna follow this  
legend from today.

...AND THAT  
WAS ME.

I CHANGED THE NAME  
OF MY CHANNEL TO  
"VIRAL HIT."

**RAL HIT**





CHANG

I can't fucking wait to see what he posts next.

CHAE

I bet it's gonna be solid gold, lol

**EVERYONE WAS  
LOOKING FORWARD  
TO MY VIDEOS.**

**THERE'S NO  
GOING BACK  
NOW!**

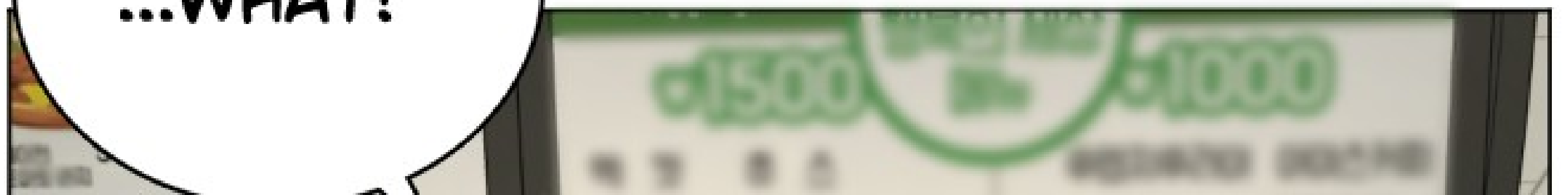


I'M QUITTING.





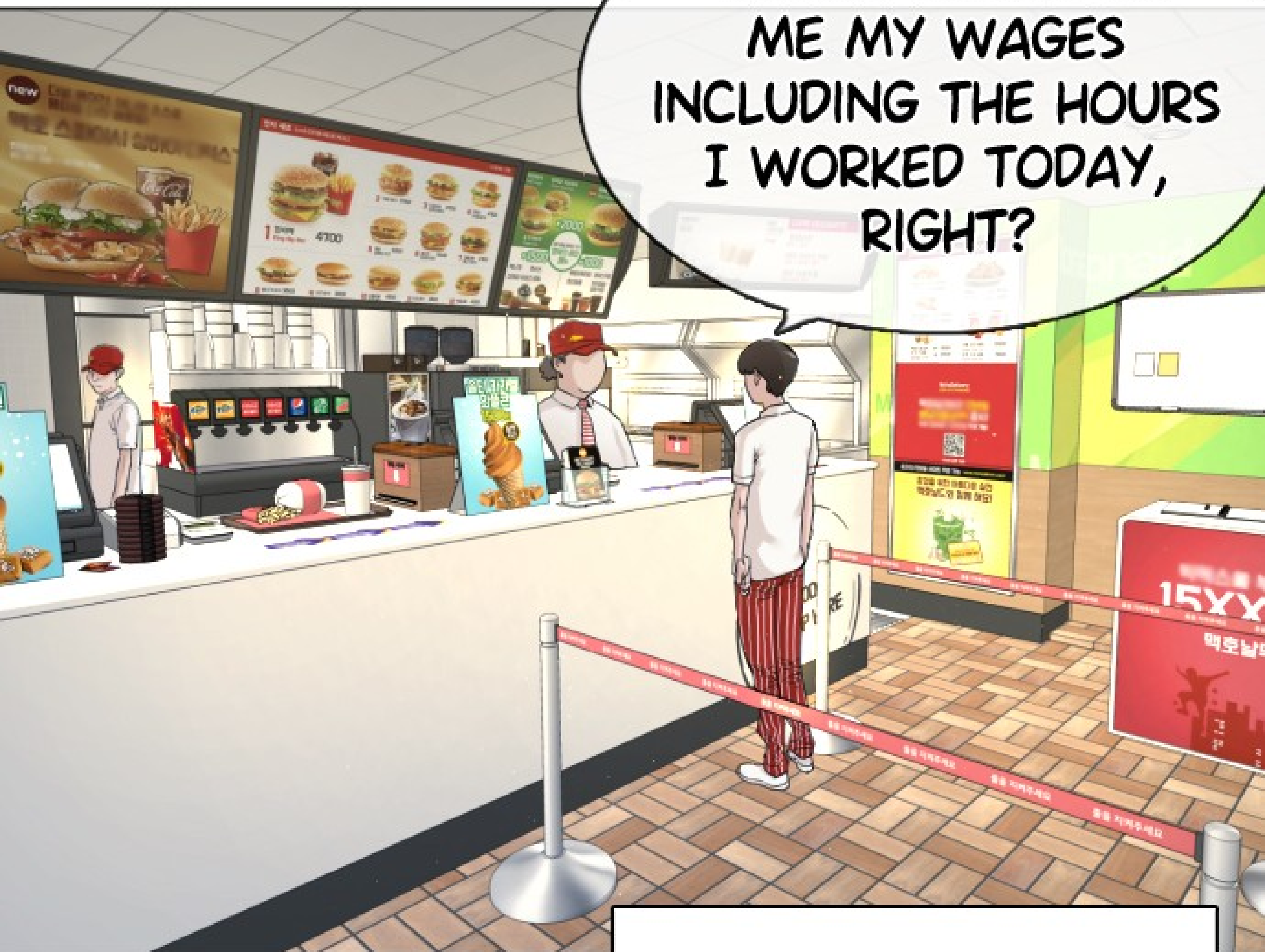
...WHAT?





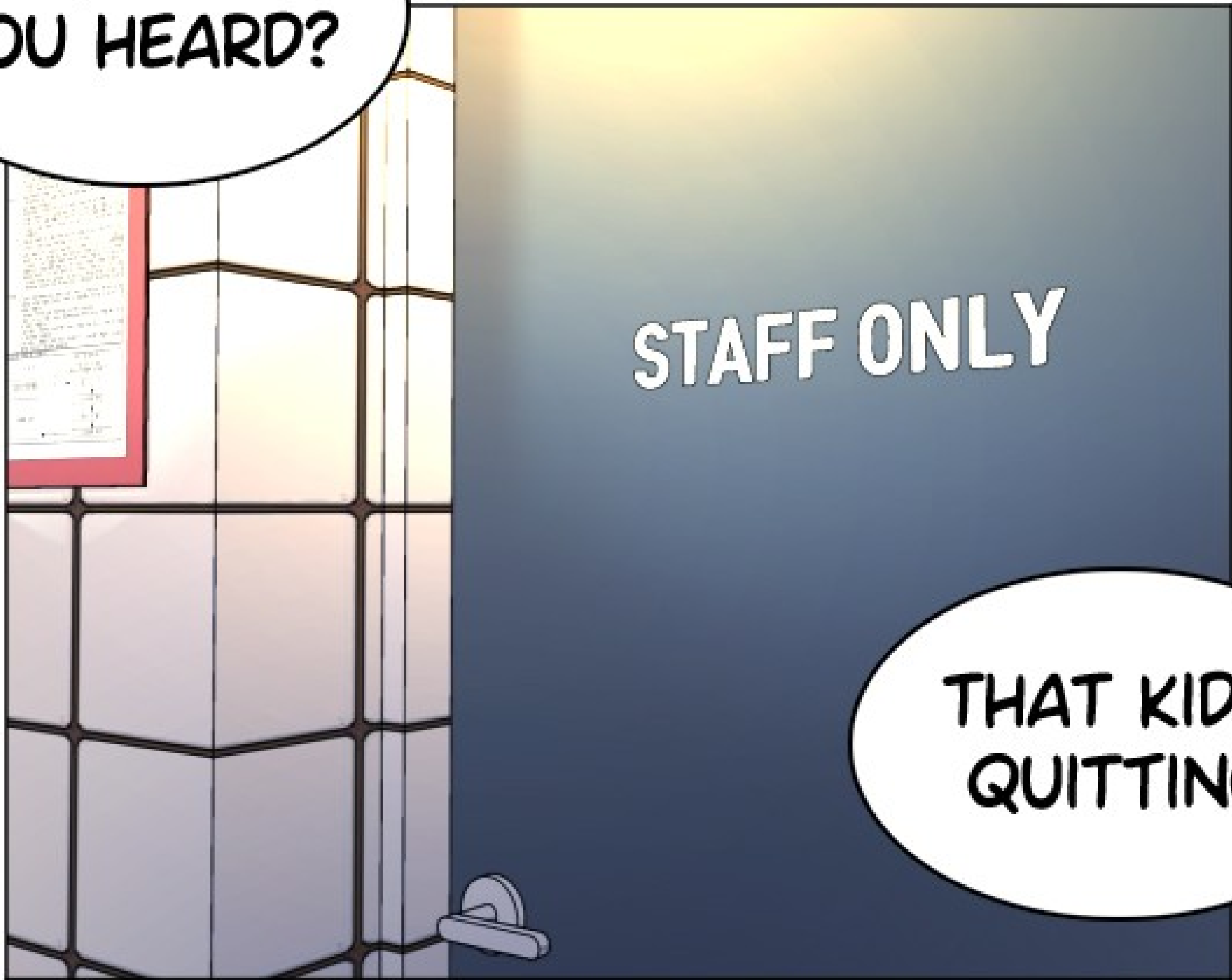
I CAN'T PAY FOR MY  
MOM'S HOSPITAL FEES  
WITH THE PAY FROM MY  
PART-TIME JOB ANYMORE.

YOU'LL TRANSFER  
ME MY WAGES  
INCLUDING THE HOURS  
I WORKED TODAY,  
RIGHT?



I NEED TO  
EARN MORE.



A comic panel depicting a scene with a door and a stone wall. The door is dark blue with a white sign that reads "STAFF ONLY". To the left of the door is a stone wall with a red-framed sign. A speech bubble from the top left says "HEY, HAVE YOU HEARD?". Another speech bubble from the bottom right says "THAT KID'S QUITTING.". The door has a silver handle.

HEY, HAVE  
YOU HEARD?

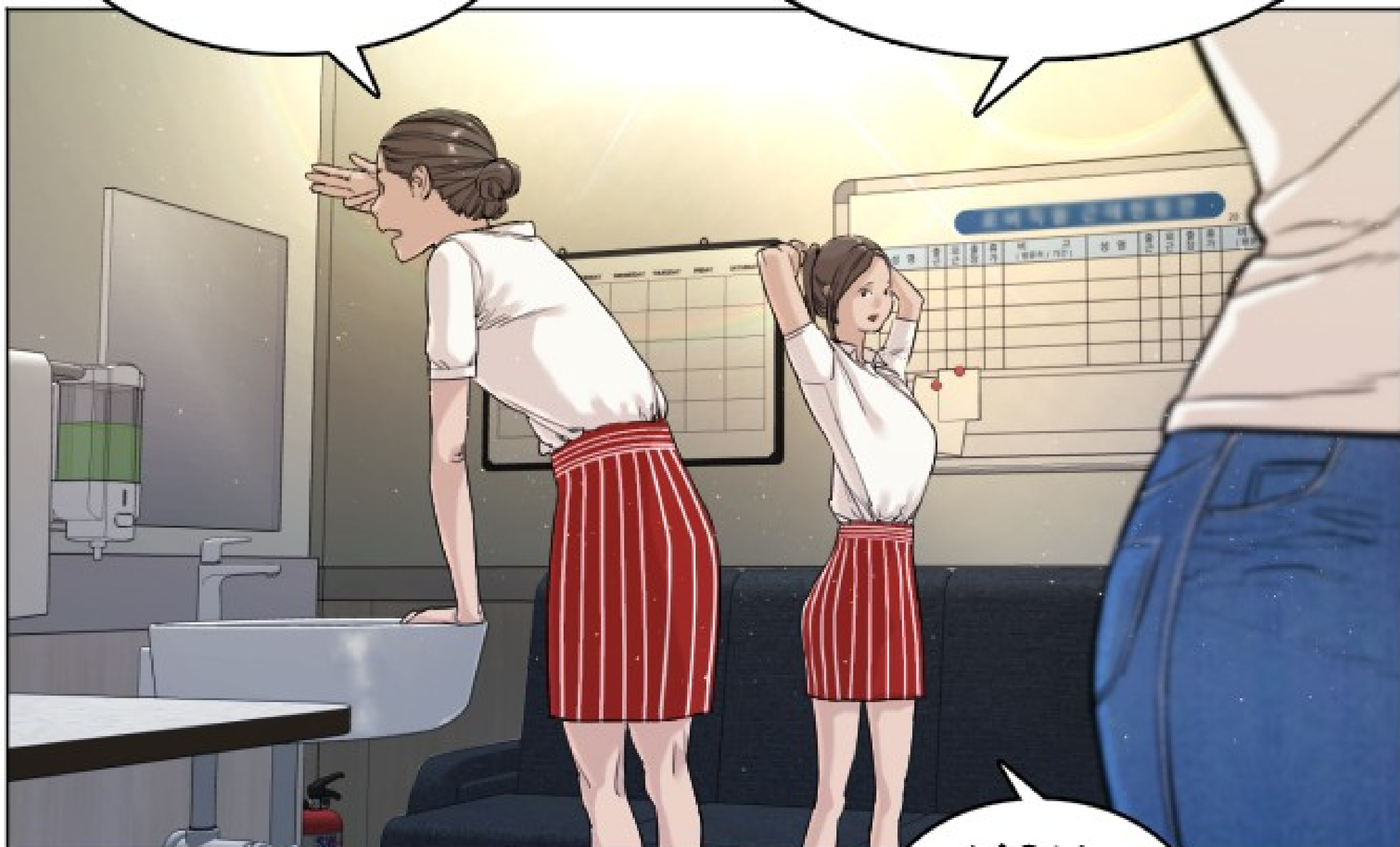
STAFF ONLY

THAT KID'S  
QUITTING.



WHO?

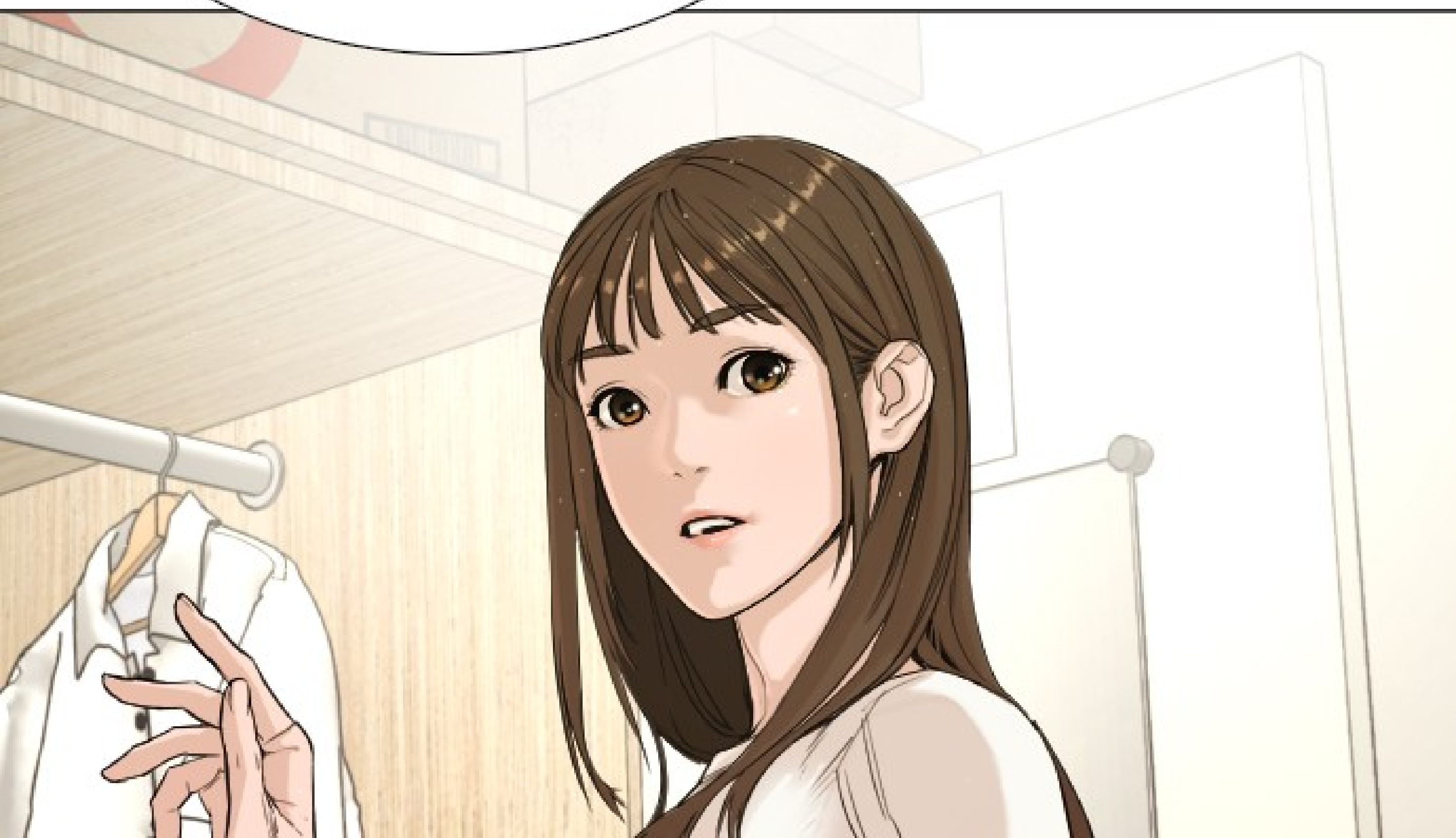
YOU KNOW, THAT  
GUY WHO WAS A  
DEMON AT FLIPPING  
BURGERS.



YOU  
KNOW...



...HOBIN YU?

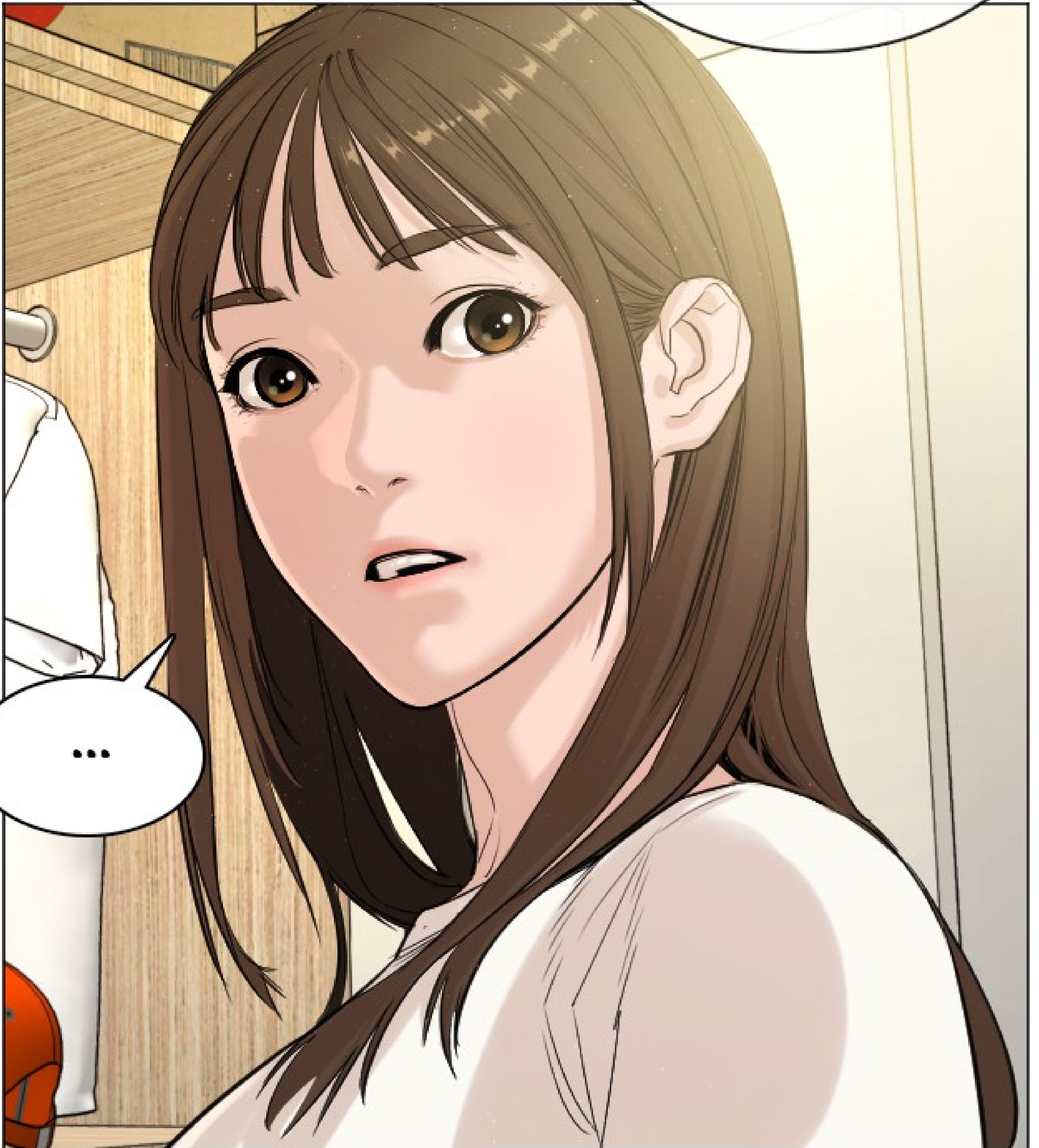




HAHA, I KNOW  
WHO HE IS.  
ISN'T HE THAT

NEWTUBER?

YEAH, HE'S THE  
GUY WHO CALLED  
PAKGO OUT,  
HAHA.

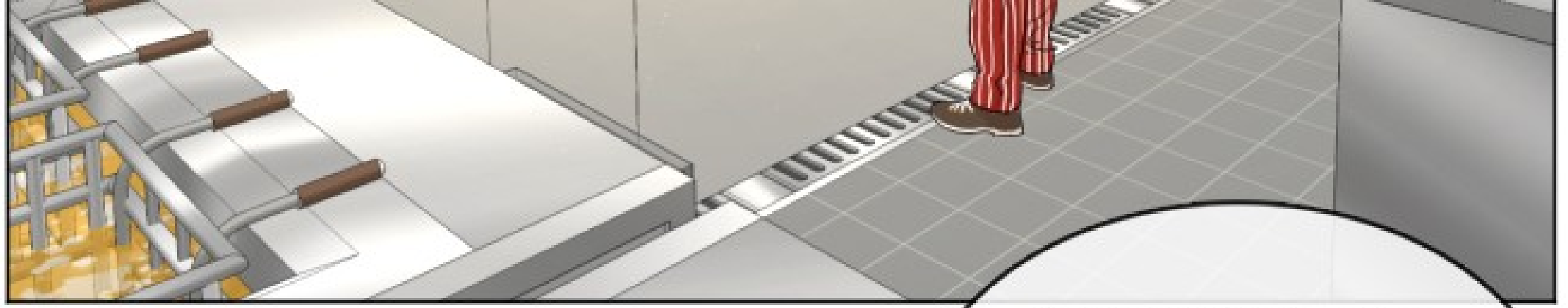


...

**I JUST  
SAW HIM TELLING  
THE MANAGER THAT  
HE'S QUITTING.**

**I WATCHED  
HIM LIVE STREAM  
WITH HIS SHIRT  
OFF.**





ME TOO. HE  
WAS AS THIN AS  
A RAKE, HAHA.

HOW CAN HE  
LEAVE HIS HOUSE  
WHEN EVERYONE  
KNOWS WHAT  
HE DID?

IT'S PRETTY LOW  
TO MAKE MONEY BY  
CALLING OUT OTHER  
PEOPLE, NO MATTER  
HOW DESPERATE  
YOU ARE.

**WHISPER**









I EXPECTED  
THIS REACTION  
AND EVEN PREPARED  
MYSELF MENTALLY  
FOR IT...

I CHECKED OUT  
HIS CHANNEL AND  
HE LOOKED REALLY  
DESPERATE. GUESS HE  
REALLY WANTS  
MORE VIEWS,  
HAHA.

WHISPER

WHISPER

DOES HE WANT THE  
WHOLE WORLD TO

WHOLE WORLD TO  
KNOW HE'S A LOSER  
OR SOMETHING?  
AHAHA.

...BUT  
IT'S STILL  
HUMILIATING.

I WONDER  
IF BOMI'S SEEN  
MY VIDEOS,  
TOO.

HEY, BE  
QUIET. HE  
MIGHT CALL  
US OUT, TOO.

AHAHA,  
THAT'S  
HILARIOUS.





I CAME IN  
BEFORE SHE STARTS  
HER SHIFT ON PURPOSE.  
I'VE GOTTA GET OUT  
OF HERE BEFORE  
SHE GETS HERE.

SO YOU THINK  
YOU'RE TOO GOOD FOR  
THIS KIND OF WORK  
NOW THAT YOU'RE  
FAMOUS, HUH?

YOU'RE DESPERATE  
FOR ATTENTION,  
AREN'T YOU? MUST

AREN'T YOU? MUST  
BE NICE TO  
BE POPULAR.



**MAYBE I  
SHOULD START  
A NEWTUBE  
CHANNEL.**








**FUCKING  
ASSHOLE!**







**LOOK AT  
HIM GLARING.  
OOH, I'M  
SCARED.**



**THEY HAVE  
NO IDEA WHAT  
I'M GOING  
THROUGH!**

**I THOUGHT IT  
WAS PRETTY  
COOL.**







I DIDN'T  
KNOW PAKGO  
WAS LIKE THAT.

I ONLY FOUND OUT  
WHAT HE'S REALLY  
LIKE THANKS TO  
YOUR VIDEO, SO I  
APPRECIATE IT.









**CAN I  
GET YOUR  
NUMBER?**





I WANT  
TO KEEP  
IN TOUCH...

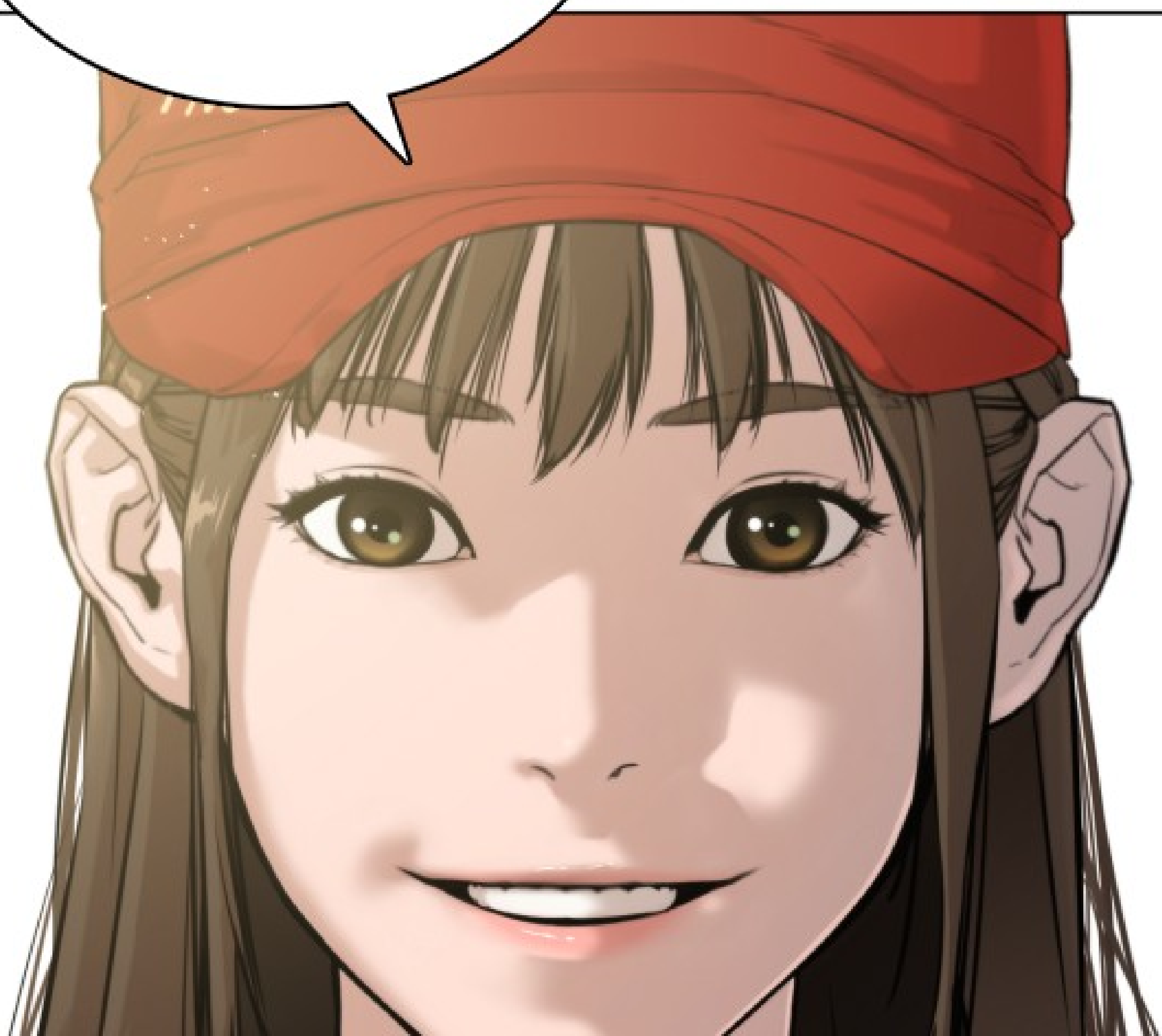
...SINCE  
YOU'RE  
QUITTING.

MY...

...BOMI.



I'LL  
MESSAGE  
YOU.

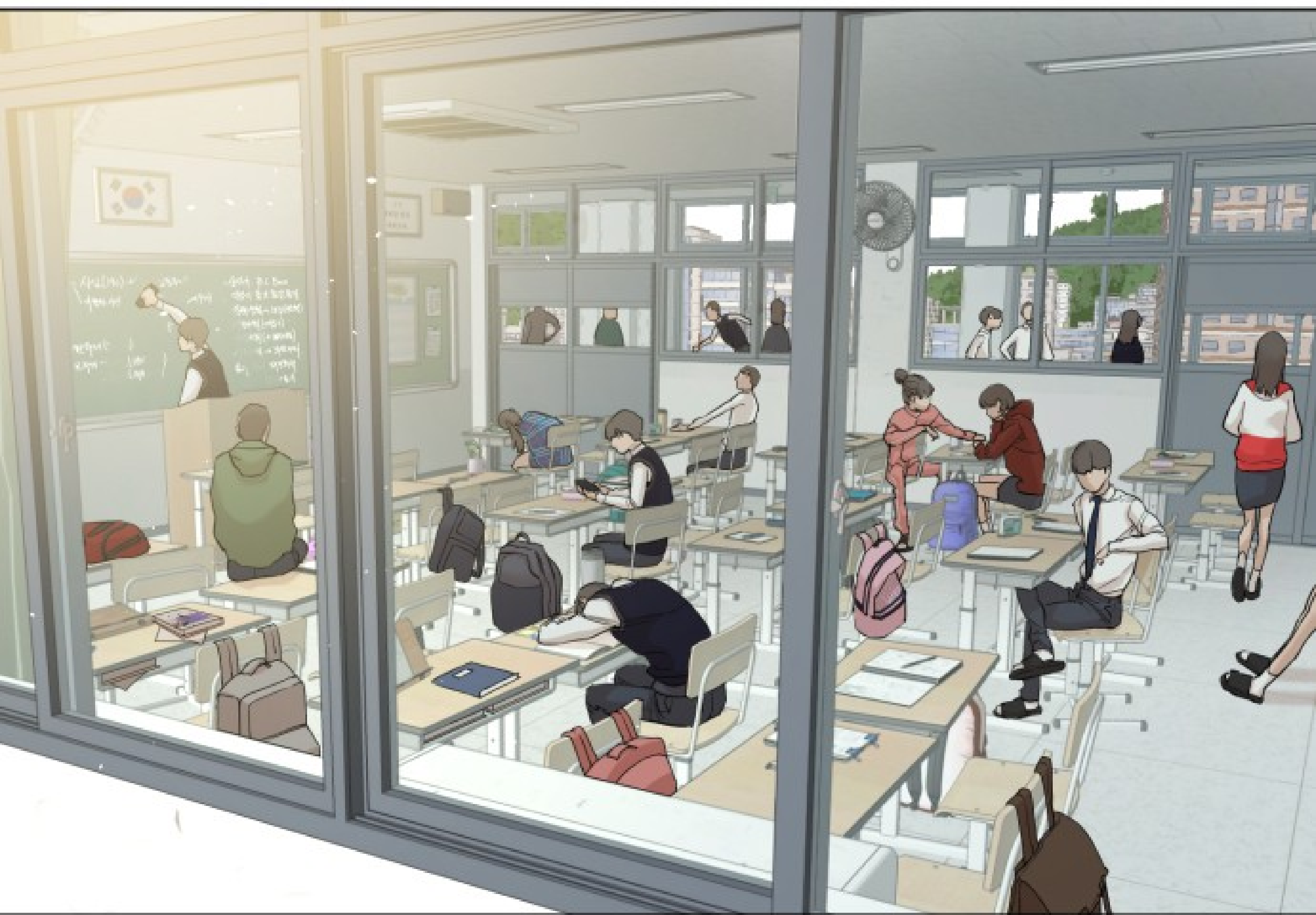












HEHE...

HEHEHE...



I'M REALLY

I'M SO  
STOKED.

I'M REALLY  
TEXTING  
BOMI.

TAP TAP

TAP TAP



CLASS IS SO BORING :(

12:30 PM

IT'S BORING?

12:30 PM



YEAH. YOU'RE NOT BORED? LOL

12:30 PM

YOU'RE NOT BORED?

12:30 PM



WHY ARE YOU DOING THAT?  
YOU'RE SCARING ME :(...

12:30 PM

YOU'RE SCARED?

12:30 PM

I HEARD GIRLS  
LIKE IT WHEN YOU  
TEXT THEM LIKE THIS

ASK THEM LOTS OF  
QUESTIONS.

○  
○

HAHA, I STILL  
REMEMBER HOW ALL  
THE GUYS' LOOKED  
WHEN SHE ASKED  
FOR MY NUMBER.





**HAHAHAHAHA.**

**I CAN'T BELIEVE  
I'M TEXTING BOMI  
RIGHT NOW**

**THE MCDONALD'S  
HOTTIE REALLY  
ASKED ME FOR**



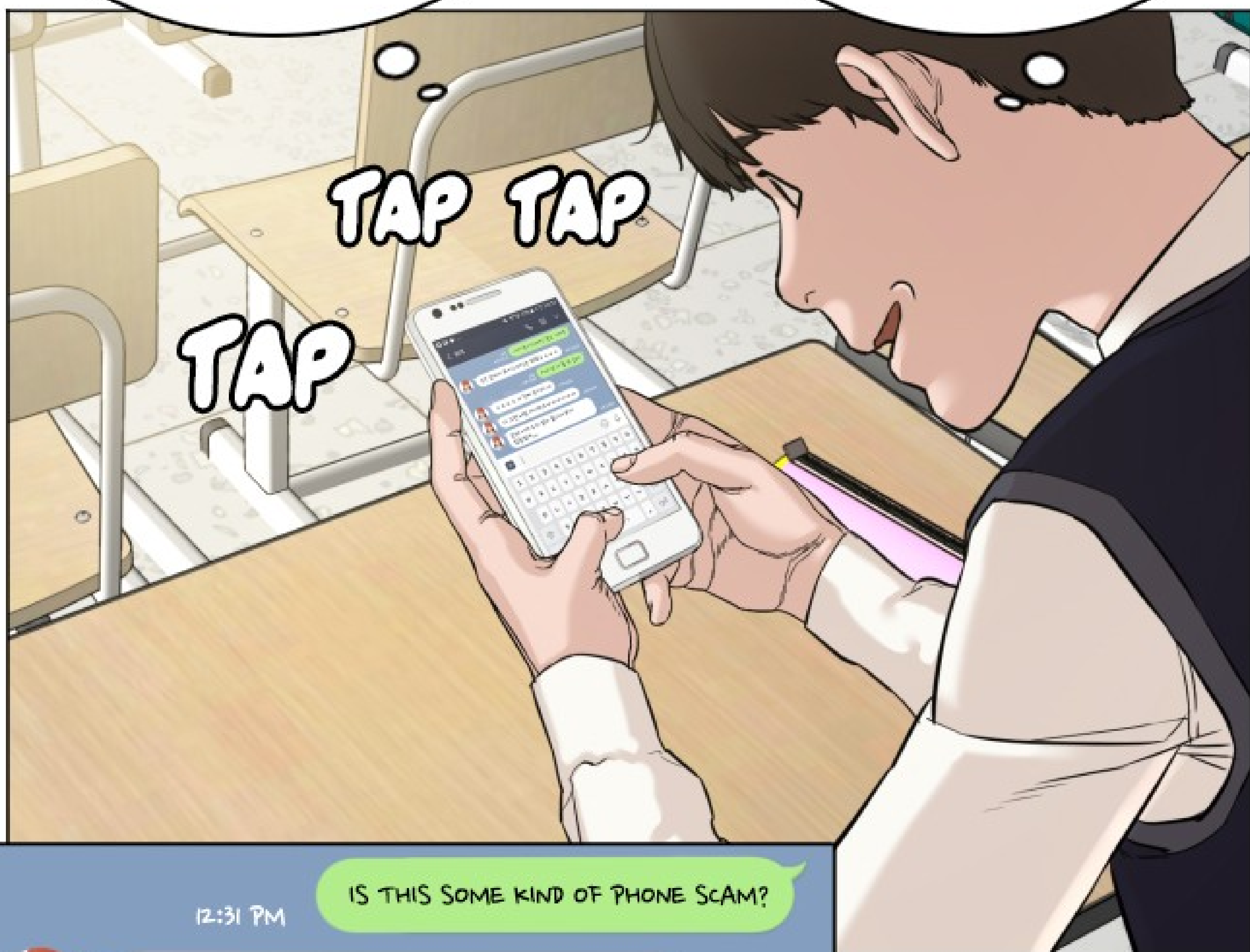
RIGHT NOW...

ASKED ME FOR  
MY NUMBER!



I HOPE SHE'S  
NOT TRYING  
TO CATFISH ME  
OR SOMETHING.

WELL, WHO  
CARES IF SHE IS?  
I'LL JUST LET  
HER CON ME.



12:31 PM

IS THIS SOME KIND OF PHONE SCAM?



HUH? LOL WHAAAT? A VOICE PHONE SCAM?

12:32 PM

12:32 PM

NO, IT'S FINE, I CAN GIVE YOU EVERYTHING I OWN



LOL YOU ARE RIDICULOUS

12:32 PM



I'M NOT A SCAMMER :(

12:32 PM

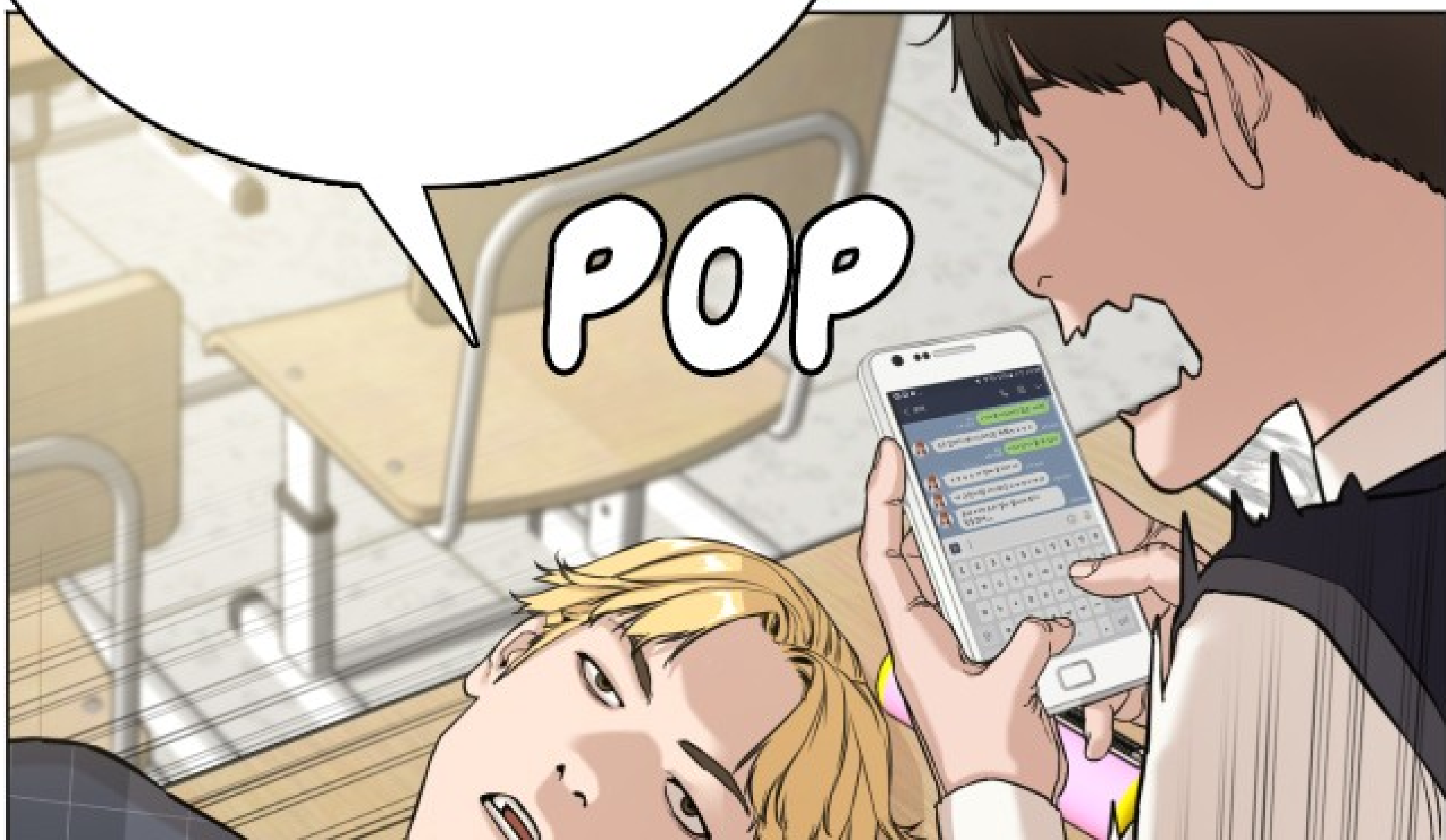


BTW IT'S GONNA BE HARD FOR US TO SEE  
EACH OTHER NOW THAT YOU QUIT YOUR JOB...

12:33 PM

WHAT ARE  
YOU DOING?

POP





YOU LOOK  
LIKE A  
DUMBASS.


**AAAACK!**

OH... I WAS  
LOOKING UP

**IDEAS FOR OUR  
NEXT VIDEO.**



**BULLSHIT. YOU  
HAD A DUMBASS  
EXPRESSION ON  
YOUR FACE JUST  
NOW.**



**HOW DOES  
IT FEEL...**



**...TO HAVE  
100,000 NEWTUBE  
SUBSCRIBERS?**





**YOU'RE PROBABLY  
THE FIRST ORDINARY  
PERSON TO GET  
100,000 SUBSCRIBERS  
WITH JUST  
TWO VIDEOS.**

**THAT'S HARD  
EVEN FOR  
CELEBRITIES  
TO DO.**



HAVE YOU  
THOUGHT ABOUT  
HOW YOU'RE GONNA  
STAY IN A FIGHT FOR  
THREE MINUTES?

YOU SAID  
YOU WERE THINKING OF  
HITTING THE GYM. WHAT  
ARE YOU GONNA TAKE  
UP THEN? BOXING?  
JIU-JITSU?



!



I REALLY  
CAN'T TELL  
HIM THE  
TRUTH.







I... I NEED  
TO THINK  
ABOUT IT SOME  
MORE.

A comic panel set in a classroom. In the foreground, a boy with dark hair, wearing a white shirt and a dark vest, sits at a desk, looking thoughtful. To his right, another boy with blonde hair, wearing a grey and black striped sweater and dark shorts, is falling backwards off his desk. He has a pained expression, clutching his head. A large, jagged speech bubble above him contains the text 'UGH, YOU MORON! YOU'RE JUST HALF-ASSING THIS!'. A smaller, jagged speech bubble next to him says 'JERK'. In the background, another student is visible at a desk, and a window with green curtains and a fan is on the wall.

UGH, YOU  
MORON! YOU'RE  
JUST HALF-ASSING  
THIS!

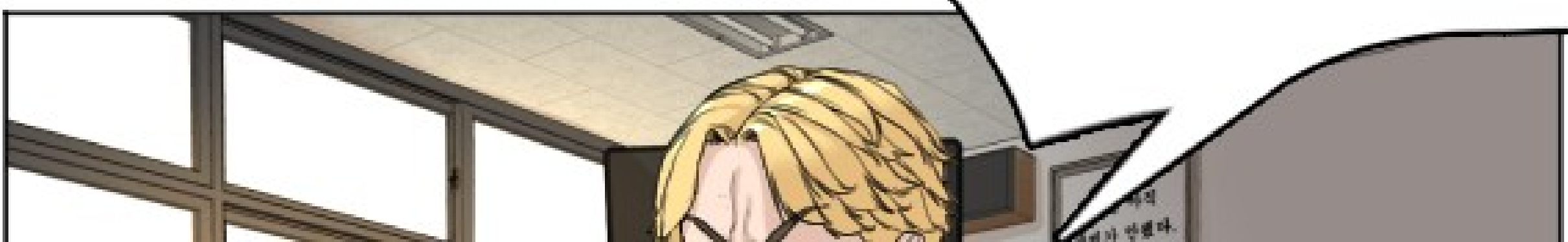
JERK





**YOU GOTTA  
STRIKE WHILE  
THE IRON'S HOT!**

**YOU SAID  
YOU WANTED  
TO EARN MONEY,  
DIDN'T YOU?!**





IS IT BECAUSE  
YOU AREN'T SEEING  
WHAT FAME  
CAN DO FOR  
YOU YET?

DON'T YOU  
KNOW HOW  
AMAZING IT IS TO

**BE FAMOUS?**



**COME ON,  
HOW AMAZING  
COULD IT BE...?**

**HEY... HOBIN?**

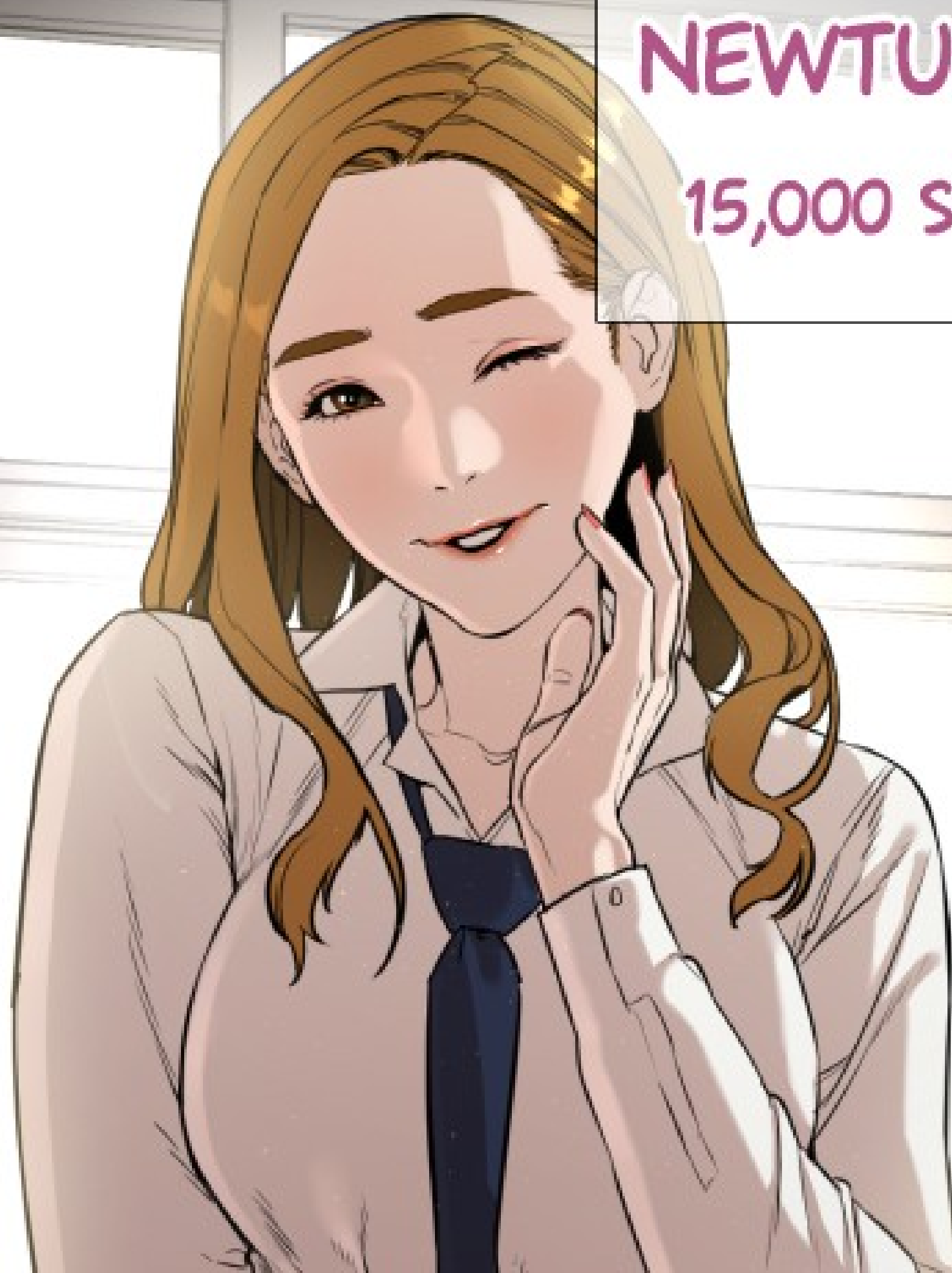


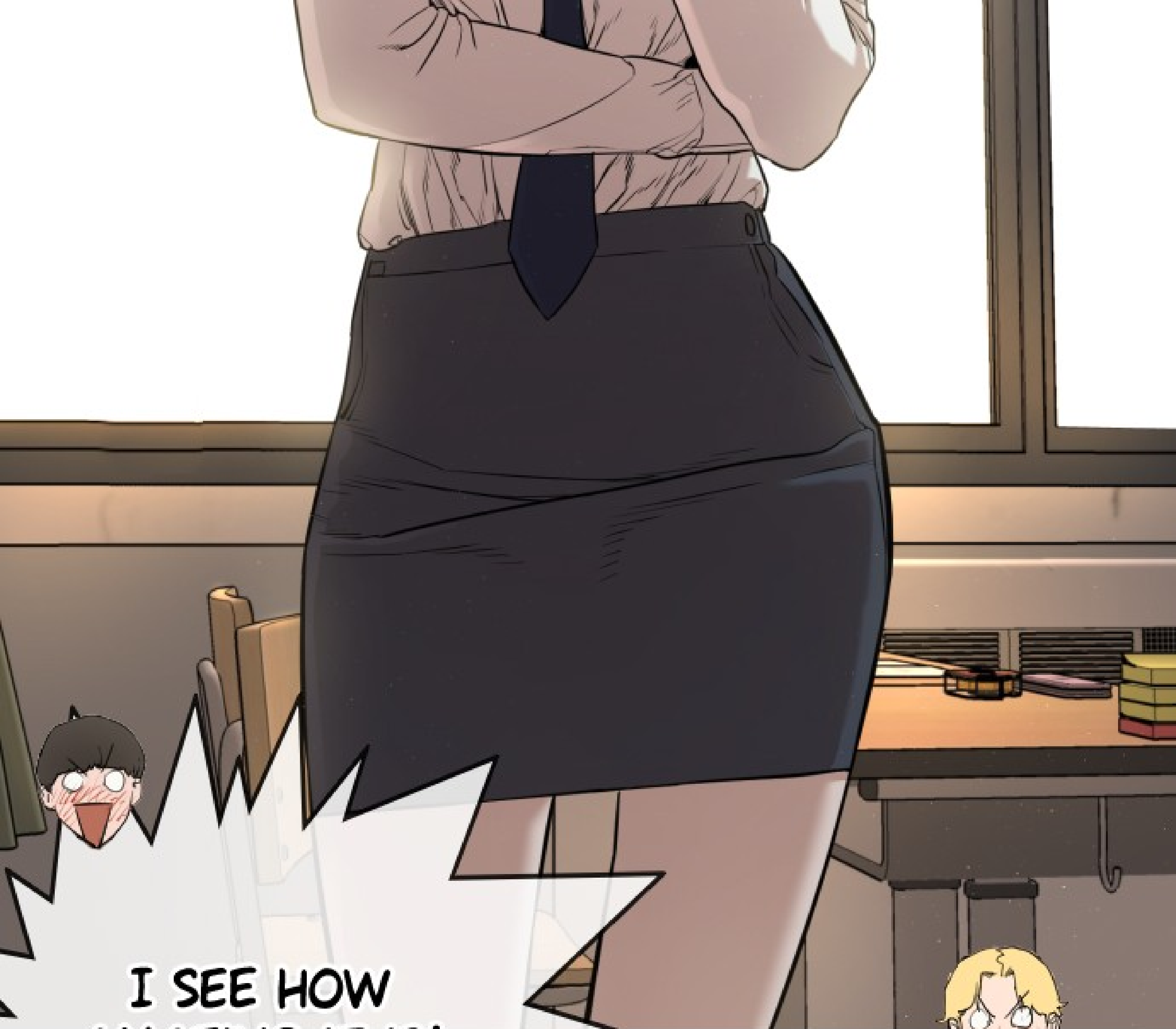
CAN WE  
SHOOT A COLLAB  
TOGETHER?

BEAUTY

NEWTUBER RUMI

15,000 SUBSCRIBERS





**I SEE HOW  
AMAZING IT IS!  
SNAPPER, I  
FEEL IT NOW!**

**FUCK, ME  
TOO!**



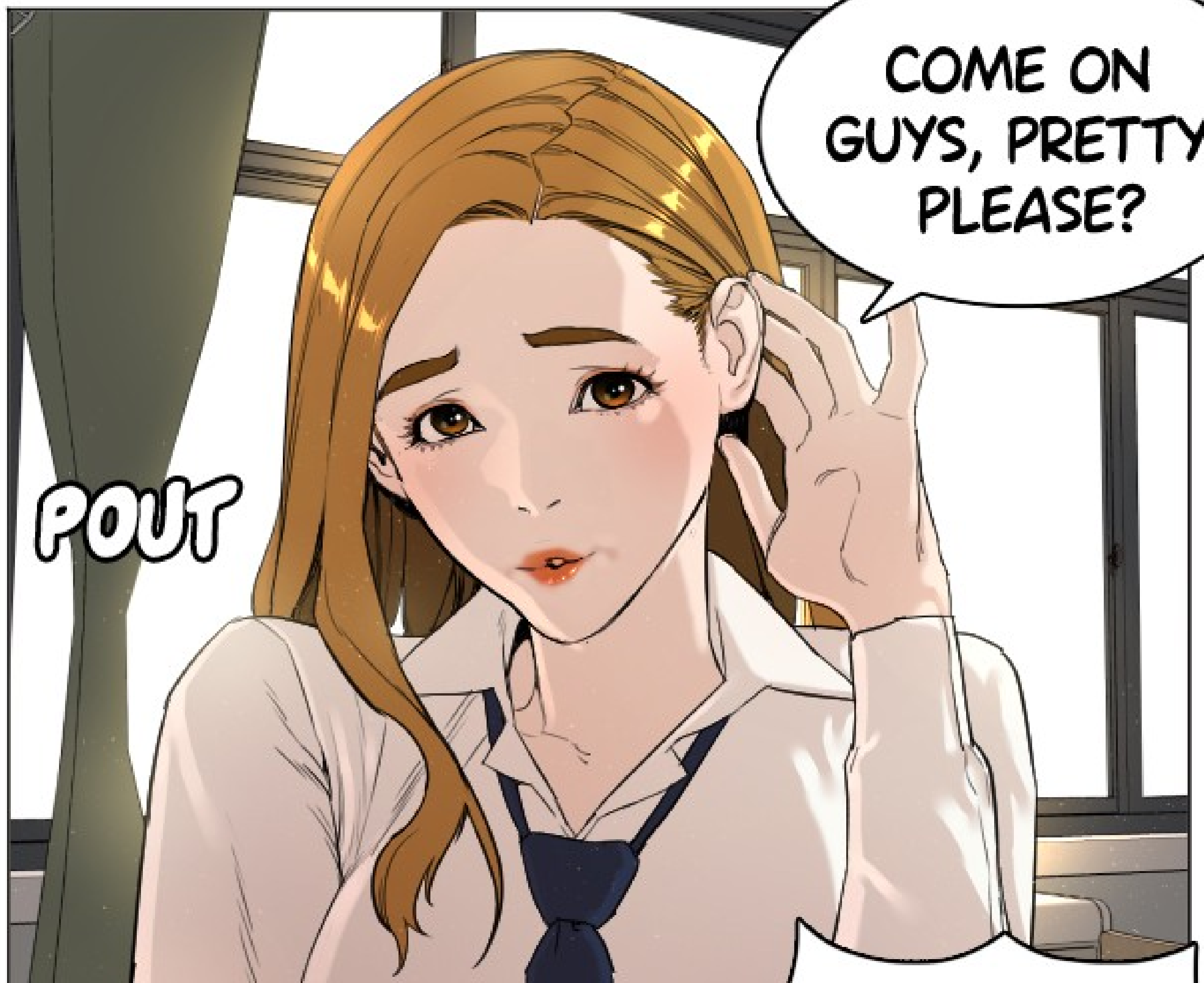


**BUT WAIT  
A MINUTE!  
YOU ALREADY  
HAVE A LOT OF  
SUBSCRIBERS!**

**MY SUBSCRIBERS  
ASKED ME TO DO  
A COLLAB WITH  
YOU GUYS.**

**COME ON  
GUYS, PRETTY  
PLEASE?**

**POUT**



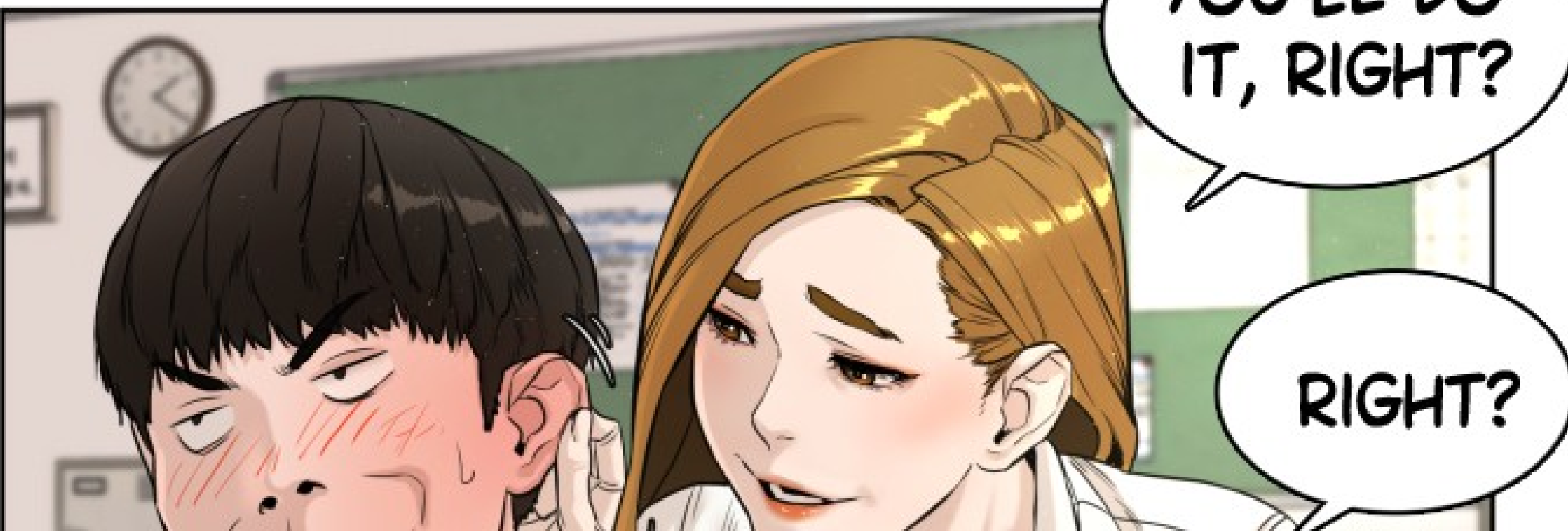
YOU USED  
TO SUCK UP  
TO PAKGO!

I CUT MY  
LOSSES WITH PAKGO  
RIGHT AWAY AFTER  
THE CALL-OUT VIDEO  
WENT VIRAL.

I DIDN'T  
LIKE HIM THAT  
MUCH, EITHER.

YOU'LL DO  
IT, RIGHT?

RIGHT?



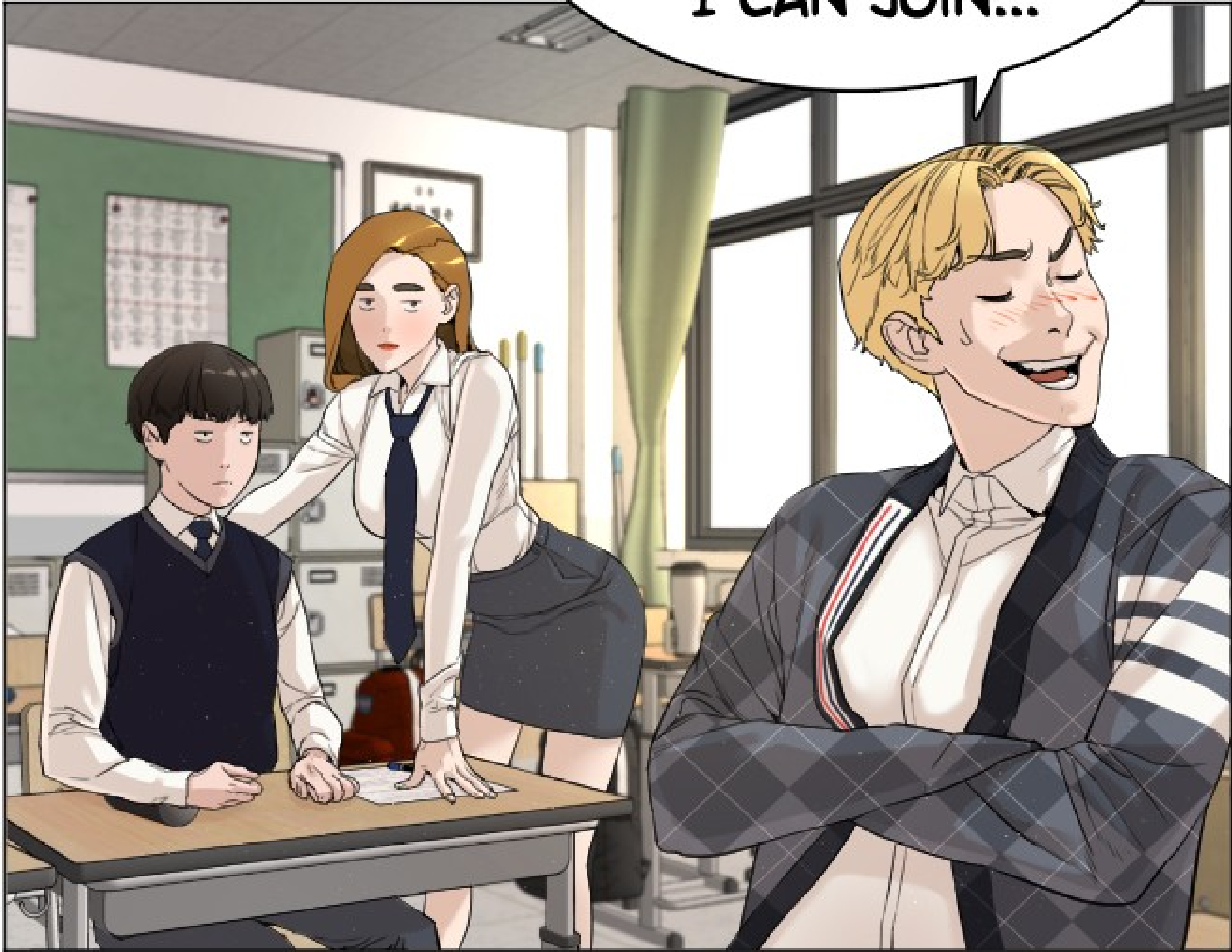


S-SNAPPER,  
SHOULD WE  
DO THE COLLAB?!

THEN... RUMI...

DO YOU  
KNOW OTHER  
FEMALE NEWTUBERS?

I'LL DO IT IF YOU  
BRING A GIRL AND  
I CAN JOIN...



BAM







**ARE YOU  
FUCKING  
KIDDING ME?!**



**YOU...**

**FUCKING  
ASSHOLES.**





**LOOK AT THE THREE  
OF YOU KISSING EACH  
OTHER'S ASSES...**

**...AFTER  
COMPLETELY  
FUCKING  
ME OVER.**



**EEP!**

**LOOK WHAT  
YOU DID TO  
MY NEWTUBE  
CHANNEL...**

**...YOU DUMBASS  
MOTHERFUCKER.  
FUCK!**

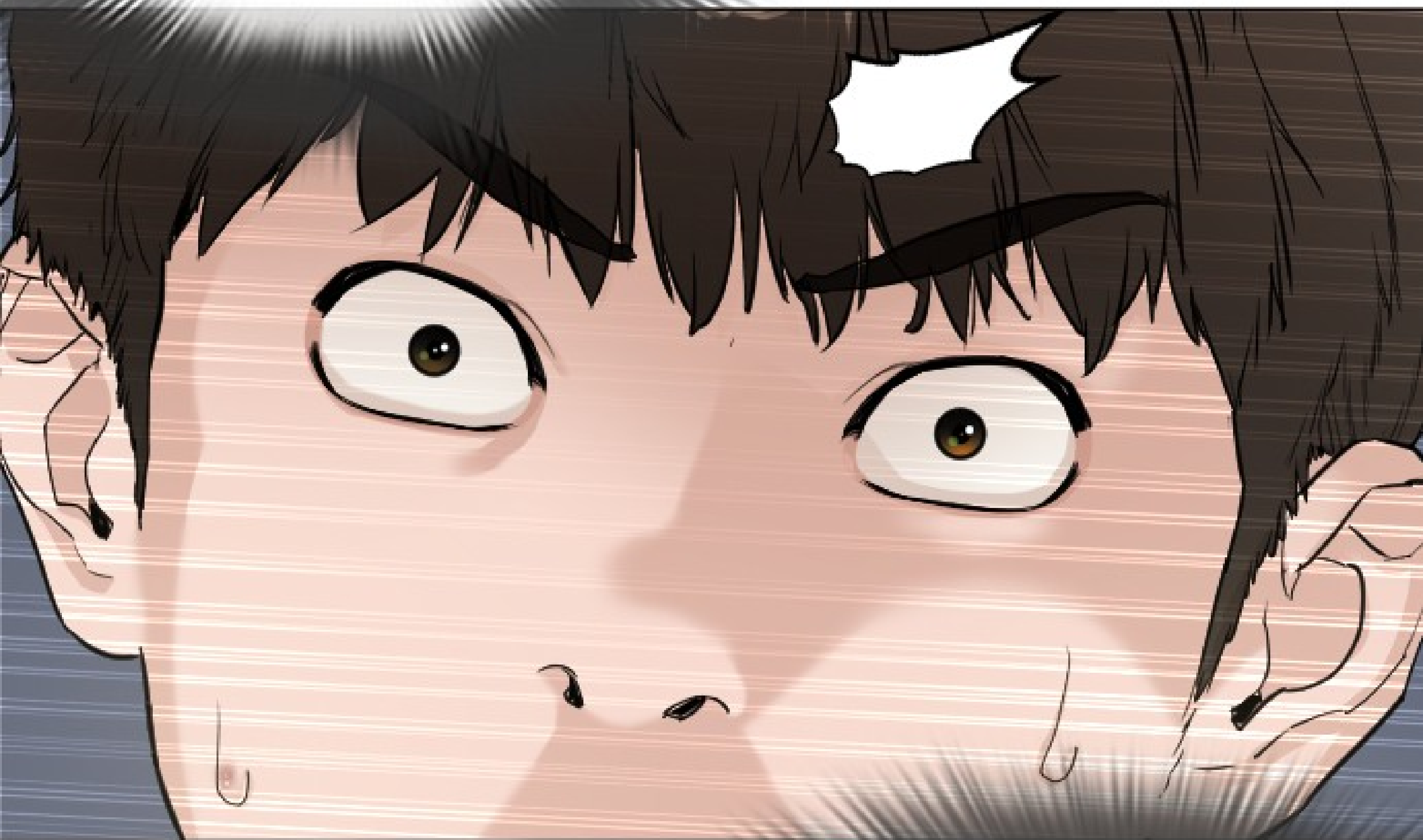


**SHIT, I'M  
IN DEEP  
TROUBLE!**

**PAKGO'S FUCKING  
LOST HIS COOL!**



**WAIT A  
MINUTE!**



**HE'S LOST  
HIS COOL?!**

THERE'S  
NOBODY  
EASIER TO  
BEAT...

...THAN AN  
OPPONENT  
WHO'S LOST  
HIS COOL.



!

**WAS THAT  
GUY TELLING  
THE TRUTH?**

**HOBIN YU,  
YOU SON OF  
A BITCH.**

**GET OVER  
HERE.**





**I DID MANAGE  
TO GET HIM TO  
COMPLETELY LOSE  
HIS COOL...**

**IF YOU  
CAN'T KEEP  
YOURSELF IN  
CHECK...**





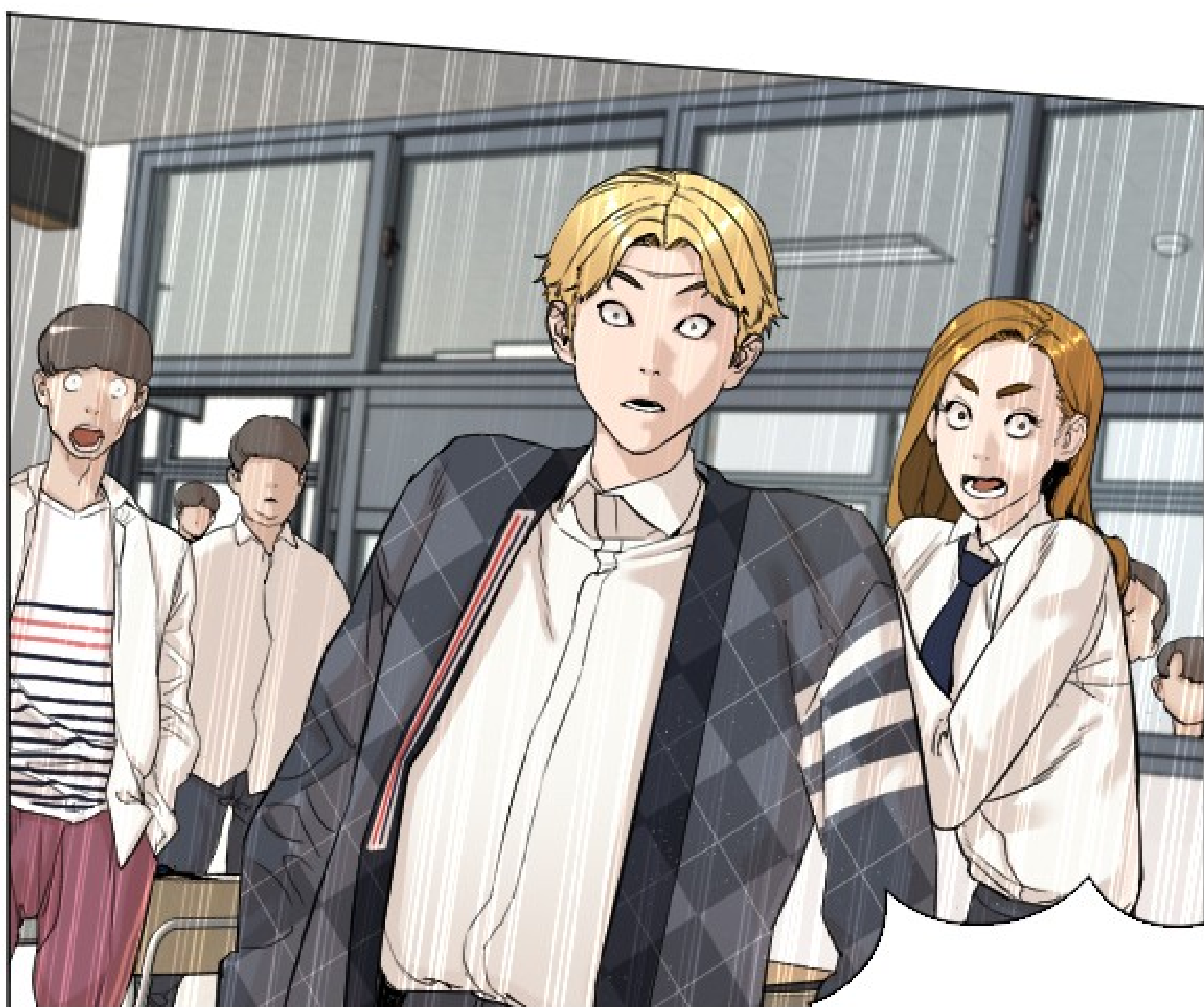
...YOUR  
EMOTIONS  
WILL TAKE  
OVER...



...SO YOU WON'T  
BE ABLE TO THINK  
STRAIGHT WHILE  
YOU'RE FIGHTING!







!

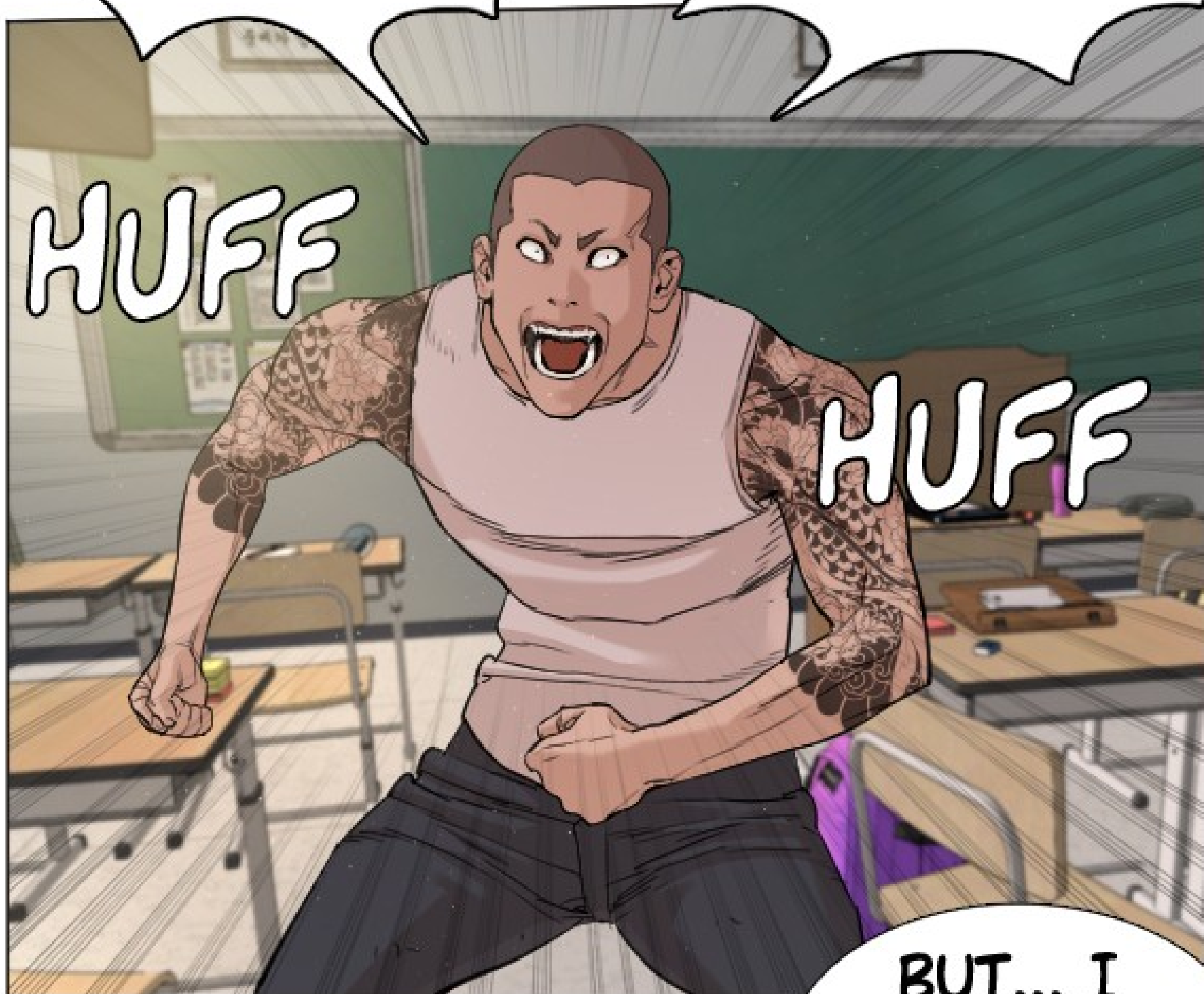
DID THIS  
MOTHERFUCKER...

...JUST  
SWERVE?!

HUFF

HUFF

BUT... I



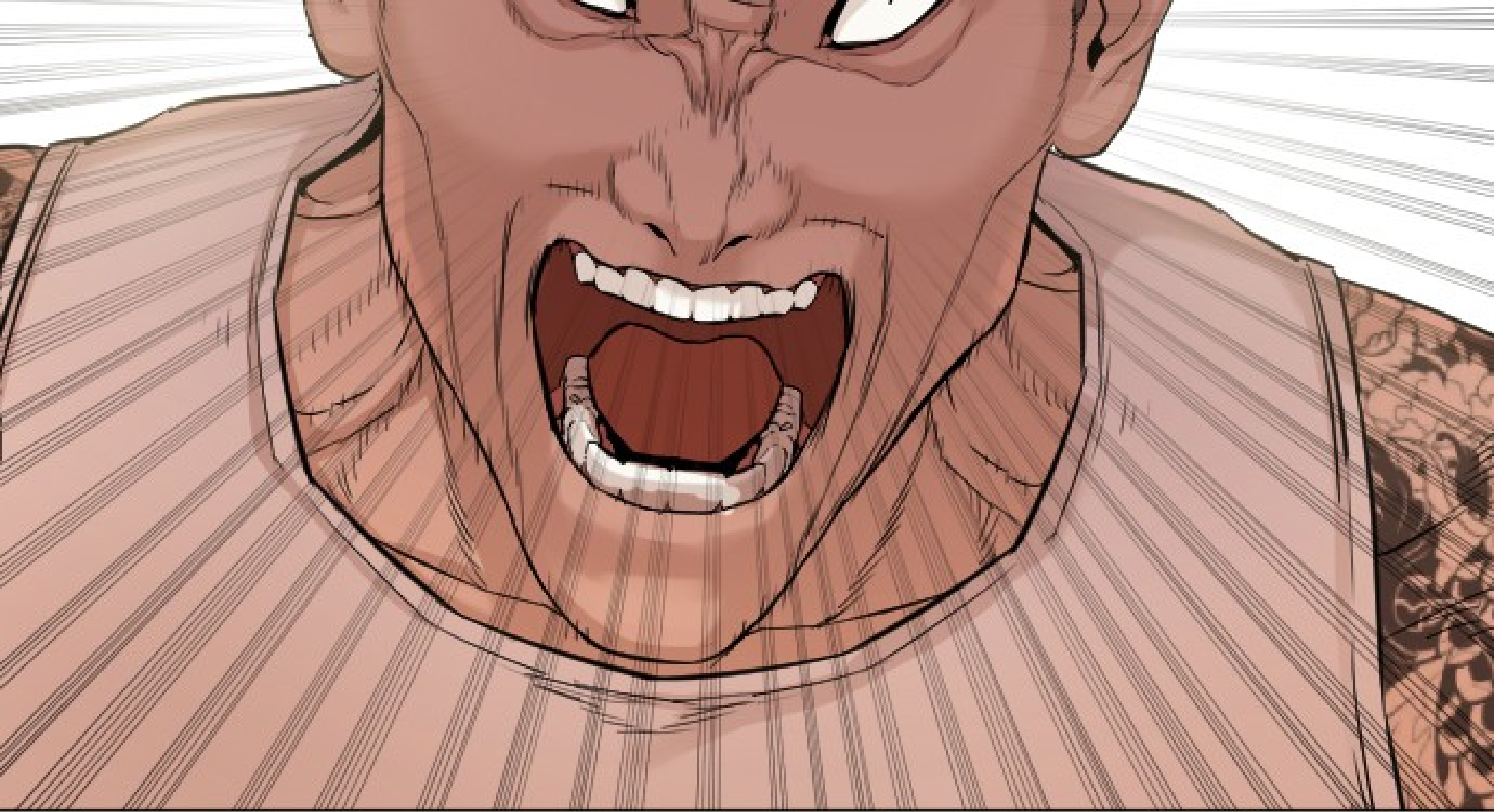


DIDN'T  
SWERVE...

WHAT ARE YOU  
GONNA DO ABOUT  
MY 700,000 FUCKING  
SUBSCRIBERS, YOU  
ASSHOLE!

MY FUCKING  
NEWTUBE CHANNEL!  
SHIT! YOU SON  
OF A BITCH!





ONCE YOU HAVE  
MADE YOUR OPPONENT  
LOSE HIS COOL...





...YOU SHOULD...

WAS THAT GUY  
TELLING THE TRUTH?

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THIS SITUATION IS...

...IS PLAYING  
OUT JUST  
LIKE HOW...

HUFF

HUFF





**...THAT CHICKEN  
HEAD SAID IT  
WOULD!**

TECHNICAL ADVISORS  
JEONGHYEON YANG (JIU-JITSU FIGHTER CURRENTLY REPRESENTING KOREA)  
YOONJUN LEE (FORMER ROAD FC CHAMPION)